

# GEOFF FETNER

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## EDUCATION

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**Master of Business Administration**, Marketing – The George Washington University, 2008

**Bachelor of Science**, Environmental Policy, Institutions and Behavior – Rutgers University, 1998

## PROFESSIONAL EXPERIENCE

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### VERASOLVE, INC. – POTOMAC, MD

**MARKETING/BRANDING CONSULTANT**

(part-time to full-time) **FEBRUARY 2008 – PRESENT**

- Create and implement direct mail and Web development campaigns aimed at increasing brand awareness and revenue
- Oversee and develop competitor intelligence reports
- Coordinate and develop branding strategies for various industries

### DISCOVERY COMMUNICATIONS, INC. – SILVER SPRING, MD

**E-COMMERCE ANALYST**

(part-time) **APRIL 2007 – JANUARY 2008**

- Developed pricing strategies for selling consumer products through online channels
- Facilitated in development of company's revenue growth strategy
- Developed revenue forecasting models for new e-commerce solutions
- Managed online product sales to Discovery Canada shoppers and exceeded monthly revenue forecasts by 50 percent
- Increased traffic to DiscoveryStore.com through viral video marketing campaigns and search engine optimization strategies

### SYSTRA CONSULTING, INC. – BLOOMFIELD, NJ

**SENIOR CONSULTANT AND PUBLIC COMMUNICATIONS STRATEGIST**

**MAY 2000 – JUNE 2006**

- Created several experiential marketing strategies and marketing collateral to promote a \$6B transportation project
- Facilitated proposal initiatives aimed at winning several high profile transit capital investment projects
- Developed communication materials for U.S. Senator Charles Schumer in support of press conferences
- Supervised staff on the development of communication strategies and Web solutions to promote "THE Tunnel"
- Co-authored Penn Station New York 5-Year Strategic Business Plan aimed at improving facility operations

### BOOZ ALLEN HAMILTON, INC. – WASHINGTON, DC

**ENVIRONMENTAL AND TRANSPORTATION REGULATORY CONSULTANT**

**JANUARY 1998 – MAY 2000**

- Trained new government personnel on mechanics of Federal environmental regulations through classroom instruction
- Managed environmental call center Web site
- Drafted regulatory environmental regulatory guidance

## SKILLS/PROFESSIONAL DEVELOPMENT

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### CREATIVE MARKETING AND DESIGN

- Viral Marketing Video for Discovery Store.com - <http://www.youtube.com/watch?v=CzO-bVVXjTs>
- Tango Magazine – Freelance Marketing/Graphic Design
- Northwest Chiropractic and Sports Medicine – <http://www.nwcsir.com>
- "THE Tunnel" – <http://www.therailtunnel.com>
- Beau Monde Salon & Spa – <http://www.salonbeaumonde.net>
- Bobbie's Babies – <http://www.bobbiesbabiescenter.com>
- Vanessa Leong – <http://www.vanessaleong.com>

**GRADUATE SCHOOL RELATED POSITIONS/ACCOMPLISHMENTS**

- Developed award winning advertising campaign for the 2008 SAAB 9-3 regional ad competition
- Delivered presentation on “Effective Presentation Tactics” as part of a GW Professional Development Speaker Series
- Former Executive Vice President – American Marketing Association (GW Chapter)
- Former Vice President of Technology – National Association of Women MBAs (GW Chapter)

**SOFTWARE PROFICIENCY**

Adobe Photoshop

Adobe Illustrator

Macromedia Dreamweaver

Microsoft Office Suite (including Access)

SwishMax

Macromedia Flash