JG Jack Garrard
Design & Execution

ABOUT

Jack has nearly a decade of experience working in tech with a focus on business development and marketing. He has worked as a marketing manager, content creator, UX/UI designer, and video producer. His experience is wide, and his competencies varied. He has been heavily involved in nearly every aspect of corporate operations, from product management to public relations to strategy.

He has a proven track record of exceeding targets and expectations. He has worked in fast-paced and deadline-driven work environments his entire career and thrives in like-minded teams.

Jack is dedicated to the success of his organization and wants to work with those who share his values. He is committed to shaping projects into successful, high-quality outcomes from inception to completion.

EXPERIENCE

Contextere Corporation

Artificial Intelligence start-up creating decision-support software solutions for technical workers in manufacturing, aerospace, and defence industries.

Marketing Manager
January 2020 - Current

This role encompassed a much wider scope than just marketing. Beyond being responsible for the strategic direction, development, and implementation of all marketing activities at Contextere, this role also involved the product management of the company's flagship software, business development activities, user-experience design, and the day-to-day management of a small but diverse team.

- **Product Management:** defining product vision, outlining and prioritizing requirements, market and competitive analysis, inter-team collaboration, product road mapping, product launches, creation and maintenance of digital storefront listings (Azure Marketplace, AppSource), customer onboarding.

- **Product Marketing:** defining strategic direction & priorities, product messaging, content creation (print & digital collateral, landing pages, social media, podcast, video), campaign management and analysis, and email marketing.

- **Business Development:** development and maintenance of sales demos (React, Tizen, UWP), lead generation, key messaging, content creation, presentation support, events, market research, channel partner management, proposals & bidding.

- **User Experience / User Interface Design:** defining requirements, user research, user personas, wireframes & mockups, prototype interfaces, collaboration with frontend and backend developers, graphical asset creation, testing, quality assurance, data analysis.

Content Marketing Manager
May 2017 - January 2020

Much like the subsequent role, this position encompassed much more than content marketing. Primarily responsible for the development and implementation of all marketing communications programs and content.

Freelancer
September 2016 - May 2017

Initial position at Contextere. Jack was hired as the company's first contractor and later first full-time indeterminate employee. From this starting point, Jack was instrumental in the development of all iterations of the company's product, helped secure multi-million dollar deals and investment, and saw the team grow from three to twelve.

Algonquin College of Applied Arts and Technology

Instructor
September 2019 - May 2020

Instructed two first-level courses for the Web Development and Internet Applications program; Cross-Platform Web Design (CST8117) & Graphics Technologies (CST8318).

Video Producer
October 2016 - December 2016

Production of a promotional video that outlined the accomplishments of award-winning student teams and their projects. Responsibilities included scriptwriting, story boarding, videography, editing, and audio production.

UX/UI Designer
May 2016 - August 2016

Main UX/UI designer in the creation of a UWP application with the purpose of streamlining workflows of industrial maintenance crews and mobile workforces.

EDUCATION

Algonquin College
Interactive Media Design - Diploma
2015 - 2017

Focused on web-design, programming, and visual design disciplines. Key skills acquired: graphic design, web design & development, UX/UI design, content management systems, video production, animation, audio production.

Trent University
Sociology & Cultural Studies - Bachelor's Degree
2004 - 2008

Focused on understanding human behavior, social structures, and cultural dynamics. Key skills acquired: qualitative and quantitative research methods, data analysis, critical thinking, writing and communication skills, cultural competency, and community engagement.