

Amy Garvin

I'm Amy Garvin, and I have been part of the Used Truck Association since 2008. I have worked with a wide variety of dealership groups and corporate entities along the way. I greatly enjoy building relationships with customers and finding new ways to help grow their businesses and add to their success.

I collaborate with customers and formulate strategic marketing plans to gain market share and reach marketing goals and objectives for my customers. I work with clients to create a strategy to capitalize on available marketing media in order to reach buyers for their products and services, increase revenue and improve ROI. I provide insight and direction to help clients fill their sales funnel by adapting marketing methods and leveraging platforms to drive conversions. I assist clients with strategy across an integrated platform of media including: website/ux, search, social, branding, multimedia, shows & events, analytics, print and email.

I feel that I can be an asset to the UTA because of my understanding of the industry and the relationship building capabilities I have with dealers and other vendors within the industry.