

Fernando Garcia

Sr. Producer Of Promotions/Camera Director/Motion Graphic Designer at UNIVISION 41

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*References Upon Request



Emmy Award-winning television Camera Director, Sr. Promotions Producer, Motion Graphic Designer, Editor, Videographer, Photographer, lighting, print/web designer in advertising design, marketing communication, and social media creative content.

- Over 17 years of experience in television broadcasting, webcasting productions, promotions, and advertising design
- Proven success in multimedia design, directed television productions such as live newscast coverage, talk shows, live parades, musical performances, producing television special programs, live event's cut-ins, and commercials



WORK EXPERIENCE

Univision 41 - WXTV, Teaneck, NJ 2012 - Present

Sr. Producer Of Promotions/Director/Motion Graphic Designer

- Supervise and assign tasks to the production team (4 IBEW ENG Members)
- Manage all Creative Services production requests from sales, news, station promotions, and radio assignments
- Meet with Univision's sales team and upper managers for high importance tasks for promotions strategy, planning, and executions.
- Originate concepts and scripts for stations promotions, sales, and commercials
- Track and oversee daily stations LOGS (Univision 41 & Unimas NY)
- Direct, produce, design, script proof on-air promos and overall brand identity for advertising campaigns, events' coverage, and Univision's client commercials such as McDonald's, Audi, Ford, Dodge, Amtrak, and other private local entities such as lawyers, medical and non-profits organizations
- Work closely with the director of promotions, news director, and in-house partners such as the marketing, digital media, traffic, and sales team to create promotions that tie-in with marketing campaigns, and trends in on-air broadcast and online creatives

Comodo Group Inc., Jersey City, NJ 2009 - 2012

Video Production Manager

- Comodo, The leading SSL Provider offers Free Antivirus, Internet Security, Firewall, Endpoint Security and other PC Security software for Windows and all OS
- Worked closely with CEO, marketing directors, managers and creative developers' team for Comodo.com, Comodo.TV, product landing pages, and Comodo's YouTube channel
- Created video content for the company's main website, social media channels, and other multimedia venues
- Oversee the media team and directed all aspects of video production, including talent, storyboard, location scouting, crew, lighting, post-production editing, and visual effects
- Helped conceptualize the script developed and produced videos from start to finish, and final web post
- Designed and prepared all interactive materials for trade shows for showcasing such as the video presentation and promotional banners

Telemundo - NBC, WNJU 47, Fort Lee, NJ 2002 - 2007

Director, AD, Floor Manager and Sports Producer/Writer

- Directed 6 PM, 11 PM weekday and weekend's newscast, year-round parades and live stage musicals
- Oversee all aspect of production whether technical in nature, such as lighting, camera positions, and special visual effects
- Conducted production values to ensure a first-rate quality such as studios floor managing, on location shootings, timings during and after the live broadcast
- Extensive experience working in a fast-paced and time sensitive environment
- Produced and written sports' news segment

Univision 41 - WXTV, Teaneck, NJ 1998 - 2002

Camera Director, Motion Graphic Designer, VizRT Graphics Editor/Trio Operator

- Directed 6 PM, 11 PM weekday, and weekend's newscast.
- Designed newscast's on air animations, over the shoulders, full screen, virtual sets for chroma key's background, and logo design for showcased segments



EDUCATION

F.I.T. State University, New York, NY

- Bachelor Degree in Advertising Design and Communication, 2009
- Associate Degree in Advertising Design and Communication, 2006

High School of Art & Design, New York, NY

- Major: Advertising Design, 1992 - 1996



CREATIVE SOFTWARE SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe Dreamweaver
Adobe Premiere
Final Cut Pro
Lightroom
Wordpress Web Design Platform



A/V TECHNICAL KNOWLEDGE

Fujifilm/Canon/Nikon DSLR & MFT System
Audio Pro/XLR/Mixer
On/Off Camera Flash &
Continuous Lighting
VizRT Graphics Editor/Trio
Avid INews and ENPS



LANGUAGES

English | Spanish



AWARDS

NY Emmy® Awards

Best Promotion: News Promo - Single Spot/Campaign 2017

- Edición Digital Nueva York - Univision 41
- Sr. Producer/Director/Motion Graphic Designer**

Best Promotion: Best Promo Image 2015

- Al Despertar News Image Campaign - Noticias Univision 41
- Sr. Producer/Director/Motion Graphic Designer**

New York State Broadcasters Association, Inc, 2014

- Outstanding Commercial Campaign - Univision 41
- Mi Momento Ford - Ad Campaign
- Sr. Producer/Director/Motion Graphic Designer**

Edward Murrow Award, 2000

- Best News Coverage "La Tormenta del Milenio"
- Newscast Camera Director**