



# FERNANDO GARCÍA

Creative Content Director

## EXPERIENCE

### ABOUT

5x Emmy Award-winning Television Sr. Promotions Producer | Camera Director | Motion Graphic Designer Editor | Videographer | Photographer | Lighting | Advertising Designer | Digital Marketing Strategist | Web Developer Social Media Content Producer

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

### CONTACT

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 Phone: (212) 321-0579  
 \*References Upon Request

### SOFTWARE SKILLS

Adobe Creative Suite Studio  
 Final Cut Pro  
 Lightroom  
 Wordpress Web Design Platform

### A/V TECHNICAL

DSLR & DJI Camera System  
 Audio Pro/XLR/Mixer  
 On/Off Camera Flash, and  
 Continous Lighting  
 VizRT Graphics Editor/Trio  
 Avid INews, and ENPS.

### LANGUAGES

English | Spanish

Sr. Producer Of Promotions | Motion Graphic Designer | TV Director 2012 - 2018  
 Univision 41 - WXTV, Teaneck, NJ

- Developed and oversee branding consistency on all creative output. Directed, produced, designed, animated, written, script proofed on-air promos, and overall brand identity for promotional campaigns, events' activations, and Univision's clients TV commercials such as: McDonald's, Audi, Ford, Dodge, Amtrak, and other private NYC local entities such as lawyers, medical, and non-profits organizations.
- Worked closely with the director of promotions, news director, and in-house partners such as the marketing, digital media, radio, traffic and sales team to create promotions, commercials that tie-in with marketing campaigns, and trends in with on-air creative executions.
- Supervised the promotions team: editor/producers, cameraman, and on-air talent.
- On call news camera director for the 5AM, 6PM, 11PM weekday, and weekend's live newscast. Worked on post production video editing, and motion graphics design.

Video Production Manager 2009, 2012  
 Comodo Group Inc., Clifton, NJ

- Worked closely with CEO, marketing directors, managers and creative development team for Comodo.com, Comodo.tv, product landing pages, and Comodo's YouTube channel.
- Created video content for company's main website, social media channels, and other multimedia venues.
- Oversee the media team, directed all aspects of video production, including talent, storyboard, location scouting, crew, lighting, post-production editing, and visual effects.
- Helped conceptualize, script, developed and produced videos from start to finish, and final creative output for digital marketing execution.

News Director | AD | Floor Manager | Sports Producer/Writer 2002 - 2007  
 Telemundo - NBC, WNJU 47, Fort Lee, NJ

- Directed 6PM, 11PM weekday, 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 effects.
- Conducted production values to ensure a first-rate quality such as studios floor managing, on location shootings, timings during and after live broadcast.
- Extensive experience working in fast-paced, and time sensitive environment.
- Produced and written sports' news segment.

News Camera Director | Graphic Designer | VizRT Trio Operator 1998 - 2002  
 Univision 41 - WXTV, Teaneck, NJ

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



## EDUCATION

- [Bachelor Degree | Advertising Design and Communication](#) 2009  
Fashion Institute Of Technology State University, New York, NY
- [Associate Degree | Advertising Design and Communication](#) 2006  
Fashion Institute Of Technology State University, New York, NY
- [High School Diploma | Adversting Design](#) 1996  
High School Of Art and Design, New York, NY



## AWARDS

- NY Emmy® Awards
  - [Promotion: News Promo - Single Spot/Campaign](#) 2017  
Univision 41 Edición Digital Nueva York. May 1, 2017. (WXTV 41 Univision)  
Fernando Garcia, Senior Producer | Director | Graphic Designer
  - [Promotion: News Promo - Image](#) 2017  
Noticias Univision 41: Tu Gente. Tu Voz. May 1, 2017. (WXTV 41 Univision)  
Fernando Garcia, Senior Producer | Director | Graphic Designer
  - [Community/Public Service Announcement](#) 2016  
Embajadores De La Limpieza PSA. July 2, 2016. (WXTV Univision 41)  
Fernando Garcia, Senior Producer | Director | Graphic Designer
  - [Promotion: News Promo - Image](#) 2015  
Al Despertar Image Campaign. December 12, 2014. (WXTV Univision 41)  
Fernando Garcia, Senior Producer | Director | Graphic Designer
  - [Promotion: Program Promo - Image](#) 2015  
ChocQuibTown Station Jingle. May 15, 2015. (WXTV Univision 41)  
Fernando Garcia, Motion Graphic Designer
- New York State Broadcaster Association, Inc. Awards | Large Market
  - [Outstanding Commercial](#) 2018  
WXTV-TV, New York - "Chevy Breast Cancer Awareness Campaign"  
Fernando Garcia, Senior Producer | Director | Graphic Designer
  - [Outstanding Promotion Announcement or Series](#) 2018  
WXTV-TV, New York - "Noticias Univision 41 News Series"  
Fernando Garcia, Senior Producer | Director | Graphic Designer
  - [Outstanding Public Service Announcement/Campaign](#) 2018  
WXTV-TV, New York - "Dominican Heritage Month"  
Fernando Garcia, Senior Producer | Director | Graphic Designer
  - [Outstanding Public Service Announcement/Campaign](#) 2016  
WXTV-TV, New York - "Ballet Hispánico"  
Fernando Garcia, Senior Producer | Director | Graphic Designer
  - [Outstanding Station Promotion announcement or Series](#) 2016  
WXTV-TV, New York - "Slenderman: Saben Sus Hijos"  
Fernando Garcia, Senior Producer | Director | Graphic Designer
  - [Outstanding Commercial](#) 2016  
WXTV-TV, New York - "Desayuna con McDonald's y Claudia"  
Fernando Garcia, Senior Producer | Director | Graphic Designer
  - [Outstanding Commercial Campaign](#) 2014  
WXTV-TV, New York - "Mi Momento Ford"  
Fernando Garcia, Senior Producer | Director | Graphic Designer
- Edward Murrow Award
  - [Best News Coverage](#) 2000  
WXTV Noticias Univision 41, New York - "La Tormenta del Milenio"  
Newscast Camera Director