

# FERNANDO GARCÍA

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## ABOUT

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

## EXPERIENCE

Senior Producer of Creative Services | Director | Graphic Designer 2012 - 2018  
Univision 41 - WXTV, Teaneck, NJ

- Directed, produced, designed, animated, written, script proofed on-air promos, and overall brand identity for promotional campaigns, events' activations, and Univision's client's TV commercials: McDonald's, Audi, Ford, Dodge, Amtrak
- Worked closely with director of promotions, news director, and in-house partners.
- Collaborated with sales team to meet budgets and marketing team to prepare strategies and deliverables.
- 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.
- Oversaw 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 Camera 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.
- Conducted production values to ensure a first-rate quality such as studios floor managing, on location shootings, timings during and after live broadcast.

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

## AWARDS

### NY Emmy® Awards

[Promotion: News Promo – Single Spot/Campaign.](#) 2017  
Univision 41 Edicion Digital Nueva York. May 1, 2017. (WXTV 41 Univision)

[Promotion: News Promo – Image.](#) 2017  
Noticias Univision 41: Tu Gente. Tu Voz. May 1, 2017. (WXTV 41 Univision)

[Community/Public Service Announcement.](#) 2016  
Embajadores De La Limpieza PSA. July 2, 2016. (WXTV Univision 41)

[Promotion: News Promo – Image.](#) 2015  
Al Despertar Image Campaign. December 12, 2014. (WXTV Univision 41)

[Promotion: Program Promo – Image.](#) 2015  
ChocQuibTown Station Jingle. May 15, 2015. (WXTV Univision 41)

### New York State Broadcaster Association, Inc. Awards | Large Market

[Outstanding Commercial](#)  
WXTV-TV, New York – “Chevy Breast Cancer Awareness Campaign”. 2018

[Outstanding Promotion Announcement or Series](#)  
WXTV-TV, New York – “Noticias Univision 41 News Series”. 2018

[Outstanding Public Service Announcement/Campaign](#)  
WXTV-TV, New York – “Dominican Heritage Month”. 2018

## SOFTWARE SKILLS

- Adobe Creative Suite Studio (PS, AI, PR, DW, & AE)
- Final Cut Pro
- Lightroom
- WordPress Web Design Platform

## A/V TECHNICAL

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

## EDUCATION

[Bachelor's Degree | Advertising Design and Communication.](#) 2009  
Fashion Institute of Technology State University, New York, NY

## LANGUAGES

English & Spanish

[\\*References Upon Request](#)