

FERNANDO GARCIA

CREATIVE
CONTENT
DIRECTOR

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QUALIFICATION SUMMARY

- 5x Emmy Award-winning director with 21+ years of extensive experience in television broadcasting productions, TV promotions, event activations, and advertising design.
- Substantial experience in the development and production of live newscast coverage, talk shows, musical stage performances, special TV programs/segments, TV/Web commercials, and other media production.
- Proven expertise in producing high-quality photos and videos, managing budgets, content generation, strategic planning, contract negotiation, scheduling, talent acquisition and supervision, and excellent time management skills.
- Proven ability to combine vision, ingenuity, and strong business acumen with well-developed project management and leadership qualities to implement successful digital marketing campaign and strategic content marketing.

WORK EXPERIENCE

BRAND STRATEGIST | CREATIVE CONTENT DIRECTOR

Creavista Inc., New York City, NY

September 2018 - Present

Spearheads brand positioning, including promotions, digital marketing, and consumer relations, provides market forecasts and develops creative marketing content for ensuring maximum brand awareness and ROI.

- Develops digital marketing campaigns across different markets to increase revenue, leads, and brand awareness.
- Ensures appropriate creative strategies, the accuracy of input, schedules, budgets, production support, and presentations.
- Analyzes, designs, and develops prolific campaigns and required materials for web and print.
- Develops marketing plans through campaign outcome evaluation to identify possible expansion opportunities.

SENIOR PRODUCER OF CREATIVE SERVICES | DIRECTOR | GRAPHIC DESIGNER

Univision, Teaneck, NJ

December 2012 - August 2018

Formulated brand marketing strategies, conceived unique brand experience, and oversaw the execution of effective marketing and advertising campaigns for broadcast, digital, and media outlines.

- Created and over-sought branding consistency on all creative outputs.
- Directed, produced, designed, animated, written, script proofed on-air promos, and overall brand identity for promotional campaigns.
- Directed TV commercials for McDonald's, Audi, Ford, Dodge, Amtrak, and other private entities such as lawyers and non-profit organizations.
- Collaborated with the promotions, news director, and in-house partners such as marketing, digital media, radio, traffic, and sales team to create advertisements, commercials, and on-air creative executions.
- Supervised the promotions team, including the editors, producers, cameraman, and on-air talents.
- Worked on post-production video editing and motion graphics design and functioned as an on-call news camera director 5 AM, 6 PM, 11 PM weekday and weekend's live newscast.

VIDEO PRODUCTION MANAGER

Comodo Group Inc., Clifton, NJ

November 2008 - October 2012

Collaborated with the CEO, marketing directors, managers, and creative development team for Comodo.com, Comodo.Tv, product landing pages, and Comoro's YouTube channel.

- Improved presence of the main website, social media channels, and other multimedia venues through creative video and ad contents.
- Managed the media team, including support and operations staff.
- Directed all aspects of video production, including talent scouting, storyboards, lighting, post-production editing, and visual effects.
- Produced videos from creating concepts and scripts until the final creative output for digital marketing execution.

SKILLS

CORE COMPETENCIES: Film and TV Production, Storytelling and Creative Direction, Advertising and Media Production, Marketing and Branding Strategies, Video and Content for Social Media and Web, Project Management, Advertising & Branding, Still Photography, Client Relations & Services, Imaging and Macro Photography, Visual Design & Storytelling, Content & Digital Marketing, Project Planning & Presentation, and Social Media Management.

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

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

EDUCATION

BACHELOR OF SCIENCE IN ADVERTISING DESIGN AND COMMUNICATION,

Fashion Institute Of Technology State University, New York, NY, 2009

ASSOCIATE IN ADVERTISING DESIGN AND COMMUNICATION,

Fashion Institute Of Technology State University, New York, NY, 2006

LANGUAGES

English
Spanish

RELEVANT WORK EXPERIENCES

News Camera Director | AD | Floor Manager | Sports Producer/Writer
Telemundo - NBC, Fort Lee, NJ May 2002 - December 2017

Directed the 6 PM and 11 PM weekday and weekend's newscast, year-round parades, and live stage musicals oversaw the overall aspect of production and ensured excellent quality during and after the live broadcast.

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

Directed the 6 PM and 11 PM weekday and weekend's newscast designed the newscasts on air animations, 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 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
ChocQuib Town 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