

QUALIFICATIONS

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

WORK EXPERIENCE

CHIEF CREATIVE | MARKETING ADVISOR

mobilads Inc., New York City, NY

August 2018 - Present

- Lead brainstorm and concept creative ideas for existing clients and prospective clients.
- Participate in the pitch when needed to sell creative ideas.
- Ensure brand standards are met.
- Determine all creative resources needed for photo/video shoots.
- Develop original concepts designed to meet clients' strategic objectives.
- Stay up-to-date on existing social channels and digital marketing to discover and pitch opportunities for new content concepts for clients.
- Capitalize on social media platforms updates and pop culture trends and execute quickly for clients.
- Direct all phases of creative work from concept through production.
- Develop and direct creative work of the highest caliber with their team.
- Grow new business and develop solid client relationships.
- Manage the creative stage of the proposal process by providing ideas and graphically designed proposals to the new business team in a timely manner.

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.

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

SKILLS

CORE COMPETENCIES:

Advertising & Media
TV Production, Digital Marketing, Branding Development, Creative Direction, Video & Content for Social Media & Web, Project Management, Client Relations & Services, Digital Imaging & Product Photography, Visual Design & Storytelling, Content & Project Planning & Presentation, & 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, & ENPS Systems.

EDUCATION

BACHELOR OF SCIENCE IN ADVERTISING DESIGN & COMMUNICATION,

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

ASSOCIATE IN ADVERTISING DESIGN & COMMUNICATION,

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

LANGUAGES

English ~ Spanish

SENIOR PRODUCER OF CREATIVE SERVICES | CAMERA DIRECTOR

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 teams 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.

RELEVANT WORK EXPERIENCES

NEWS CAMERA DIRECTOR | AD | FLOOR MANAGER

Telemundo - NBC, Fort Lee, NJ

May 2002 - December 2007

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 | GFX 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, & logo design for special segments.

REFERRALS

Angela Moncayo

Local Sales Manager
at Univision Local Media
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at OutFront Media
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DEMO REEL

<https://vimeo.com/331891015>

WEBSITE

<http://www.garciafernando.com>

AWARDS

NY Emmy® AWARDS

Promotion: News Promo - Single Spot/Campaign 2017

Univision 41 Edicin Digital Nueva York. May 1, 2017.

(WXTV 41 Univision 41)

Fernando Garcia, Senior Producer ~ Director ~ Graphic Designer

Promotion: News Promo – Image 2017

Noticias Univision 41: Tu Gente. Tu Voz. May 1, 2017.

(WXTV Univision 41)

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

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