

# Fernando Garcia

Creative Director | Brand & Content Leader | Web, Video, Print, Motion & Digital

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**LinkedIn:** linkedin.com/in/creavista, **Portfolio:** garciafernando.com

**Bilingual:** English/Spanish

## EXECUTIVE SUMMARY

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5x Emmy Award-winning creative leader with **20+** years delivering brand marketing, content strategy, & high-visibility production across broadcast, corporate, & entrepreneurial environments. Translates business goals into integrated creative across TV, print, digital, social, & web—balancing speed, quality, & brand consistency. Trusted partner to stakeholders; experienced in leading teams, vendors, & end-to-end production from concept through delivery and performance analytics.

## SELECTED HIGHLIGHTS

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- Built a visual communications curriculum for **800+** students/year, increasing participation **30%**.
- Led investor + marketing materials used during a **USD 2M** financing cycle; improved rider click-through rate (CTR) **25%**.
- Drove measurable digital growth: **40%** website traffic, **25%** YouTube views, **15%** conversion (lead-form submits).

## CORE SKILLS

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Creative Direction, Brand Strategy & Identity, Integrated Campaigns (Print/TV/Digital/Social/OOH), Video Production (Studio/Field/Live), Motion Graphics, Digital Marketing Content, Creative Project Management, Stakeholder & Client Leadership, Web Design, Commercial Photography, & Newsroom Systems (Avid iNEWS, ENPS).

## EXPERIENCE

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### Eastern Christian High School — Visual Communications / CTE Instructor

North Haledon, NJ | Aug 2022–Present

- Developed and implemented a visual communications curriculum for **800+** students annually, increasing participation **30%**.
- Teach CTE-aligned courses spanning graphic design, digital photography, video production (studio/field/live stream), marketing/communications, fashion design, & entrepreneurship/portfolio.
- Coach students for annual exhibitions and college portfolio reviews; manage production workflows & deadlines.

### Creavista, Inc. — Founder & Brand Strategist

Carlstadt, NJ | Jan 2019–Present

- Led digital marketing campaigns for a flagship product, driving a **15%** increase in revenue.
- Analyzed campaign effectiveness across **10** metrics, including social performance & brand awareness.

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## **mobilads Inc. (now GoodTraffic) — Chief Creative / Marketing Advisor**

New York, NY | Aug 2018–Feb 2020

- Designed a cross-channel marketing strategy for an OOH rideshare platform, increasing rider engagement **25%** (CTR).
- Created investor presentations supporting **USD 2M** in additional financing for brand expansion.

## **TelevisaUnivision Communications — Senior Producer, Creative Services / News Camera Director**

Teaneck, NJ | Dec 2012–Aug 2018

- Led brand marketing across TV newscasts, radio, digital, & social—partnering with newsroom + marketing leadership to deliver daily/weekly campaigns.
- Delivered **15** on-air promos/campaigns & **7** TV spots per month under daily deadlines.

## **Comodo Group Inc. — Video Production Manager**

Clifton, NJ | Nov 2008–Oct 2012

- Partnered with the CEO and marketing leadership to lead the media team and deliver end-to-end video/ad creative for Comodo.com, Comodo.tv, product landing pages, & YouTube—from concept/scripting through directing, post, and VFX—strengthening brand presence across web & social.

## **NBCUniversal Telemundo — News Camera Director / AD / Floor Manager**

Fort Lee, NJ | May 2002–Dec 2007

- Directed **300+** live newscasts & major community outreach events annually, leading a team of **20+** to deliver engaging live broadcasts.

## **TelevisaUnivision Communications — News Camera Director / Graphics Designer / VizRT Trio Operator**

Teaneck, NJ | Sep 1998–Jan 2002

- Directed live newscasts & created graphics for **500+** programming hours; increased ratings **20%** through virtual sets & segment graphics.

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## **EDUCATION**

**B.S., Media Communications** — Full Sail University, Winter Park, FL

**A.A.S., Advertising Design & Marketing Communications** — Fashion Institute of Technology (SUNY), New York, NY

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## **RECOGNITION & CERTIFICATIONS**

- **5× New York Emmy® Award Winner** (Promotion/Brand + PSA, 2015–2017) • **17× Emmy® Nominee**
- **Edward R. Murrow Award** — Best News Coverage (Camera Director, 2000)
- **NJ CE — Design & Applied Arts** (#4194), **Active** (Issued 11/21/2025)
- **CPR Certification** (Adult & Pediatric), **Current** 2025

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## **TOOLS**

Adobe Creative Cloud (Ps, Ai, Lr, Ae, Pr), Final Cut Pro, WordPress (Elementor Pro), HTML, Avid iNEWS, ENPS, VizRT Trio, Blackmagic ATEM Mini (Live Switching)