

FERNANDO GARCIA

CREATIVE DIRECTOR & BRAND STRATEGIST

Emmy-Winning • Bilingual (EN/ES) • 20+ Years in Hispanic Media • Creative That Drives Revenue & Wins Advertisers

CONTACT

📍 Carlstadt, NJ (NYC Metro)
📞 (212) 321-0579
✉️ fgdesigns@mac.com
🌐 linkedin.com/in/creavista
🌐 garciafernando.com
🗣️ Bilingual: English / Spanish

HIGHLIGHTS

- 5x New York Emmy Winner • 17x Nominee
- 20+ years art-directing brand, broadcast & integrated campaigns
- Creative work drove a **15% revenue increase**
- Builds pitch creative & proof-of-performance that wins clients
- 20+ years inside Hispanic media — TelevisaUnivision & Telemundo
- Bilingual & bicultural • Built **Delgado Travel**'s site

CORE SKILLS

Art Direction • Brand Visual Identity • Integrated Campaigns (TV • Digital • Social • OOH) • Campaign Ideation & Launch • **Client Proof-of-Performance** • Pitch & Proposal Creative • Typography • Photography • Motion Graphics • Commercial Shoot Direction • **Bilingual Hispanic-Market Creative** • Executive & Client Presentations • **AI-Accelerated Creative**

TOOLS

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Lightroom) • Final Cut Pro • Keynote / Google Slides (pitch decks) • WordPress / Elementor • **Midjourney** • **Runway** • **Higgsfield** • **ElevenLabs** • **Claude** • **ChatGPT**

EDUCATION

B.S., Media Communications
Full Sail University

A.A.S., Advertising Design
Fashion Institute of Technology (FIT)

PROFESSIONAL PROFILE

5x Emmy Award-winning creative director and art director with 20+ years leading the visual charge on brand and integrated campaigns across broadcast, digital, out-of-home, and social — many of them inside Hispanic media at **TelevisaUnivision** and **Telemundo**. I build the campaigns, launches, and proof-of-performance that win advertisers over and keep them coming back, partnering closely with sales and marketing to turn a brand's goals into work that moves the numbers. **Bilingual and bicultural**, with a hands-on command of typography, photography, and motion, and AI-accelerated production that turns a concept into finished, on-brand creative in hours.

PROFESSIONAL EXPERIENCE

• Creavista, Inc. | Creative Director & Brand Strategist

Carlstadt, NJ | Jan 2019 – Present

- Create the brand campaigns, launches, and **proof-of-performance** that win and retain clients — concept through finished production across video, social, OOH, web, and print; the work drove a **15% revenue increase**.
- Designed and built the digital presence for **Delgado Travel** (delgadotravel.com), a nationally recognized Hispanic-market travel brand.
- Led integrated creative for Nancy Martinez, 2021 NYC Council candidate (District 31) — art-directed and produced live-streams and video plus the website, direct mail, posters, and voter-facing campaign, keeping one visual voice through the cycle.
- Pitch, defend, and articulate creative strategy to clients and stakeholders, and mentor collaborators through concept development.
- **AI** Champion generative AI as a creative co-pilot — Midjourney, Runway, and Higgsfield for rapid visual prototyping and faster concepting, without losing craft.
- **AI** Built a generative-AI content pipeline that turns concept to finished, on-brand social — carousels and founder-style motion videos — in hours, not days.
- **AI** Deployed an AI chat concierge with a custom AI voice on a live marketing site, and run AI-assisted paid media and creative via the Meta Marketing API.

• Eastern Christian High School | Visual Communications / CTE Instructor

North Haledon, NJ | Aug 2022 – Aug 2026

- Made a deliberate choice to step back and give back — built and taught a visual communications and media curriculum (design, photography, video) to 150+ students annually, mentoring the next generation of creatives; grew program participation 15%.

• mobilads Inc. (now GoodTraffic) | Chief Creative / Marketing Advisor

New York, NY | Aug 2018 – Feb 2020

- Directed cross-channel brand and investor creative that lifted rider engagement / CTR 25% and supported an additional \$2M financing round.

• TelevisaUnivision Communications | Senior Producer, Creative Services / News

Camera Director

Teaneck, NJ | Dec 2012 – Aug 2018

- Art-directed and produced 15 on-air promos / campaigns and 7 broadcast spots monthly across TV, radio, digital, and social, partnering with marketing and sales leadership deep inside the Univision product and audience.

• Comodo Group Inc. | Video Production Manager

Clifton, NJ | Nov 2008 – Oct 2012

- Led end-to-end video and ad creative for web, landing pages, and digital channels from concept through post-production and VFX.

• NBCUniversal Telemundo | News Camera Director / AD / Floor Manager

Fort Lee, NJ | May 2002 – Dec 2007

- Directed 300+ live newscasts and major events annually, leading teams in high-pressure control-room environments.

• TelevisaUnivision Communications | News Camera Director / Graphics Designer /

VizRT Trio Operator

Teaneck, NJ | Sep 1998 – Jan 2002

- Directed live newscasts and created broadcast graphics across 500+ programming hours, contributing to improved ratings.