

# Fernando Garcia

**Brand Strategist, Emmy Award-winning Television Director**

137 Carlyle Ct. Carlstadt, NJ | (212) 321-0579 | [fgdesigns@mac.com](mailto:fgdesigns@mac.com) | [LinkedIn](#) | [Portfolio](#)

## CORE COMPETENCIES

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- Brand Development & Analysis
- Creative Direction & Project Management
- Creative Services & Promotions
- News Stories & Digital Production
- Digital Marketing & Social Media Content
- Web Design & Development
- Live Media TV Production & Broadcasting Studio Design
- Advertising Design & Copywriting
- Video Editing & Motion Graphics
- Client Relations & Commercial Photography
- Avid INews, ENPS & VizRT Graphics Editor/Trio

## LANGUAGE SKILLS

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English, Spanish

## EXPERIENCE

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### High School Art Teacher

August 2022 - Present

*Eastern Christian High School- North Haledon, NJ*

- Developed and implemented a visual communications curriculum for 800+ students annually, expanding student participation by 30%.
- Guided students in preparing work for annual art exhibitions and college portfolio reviews.

### Founder & Brand Strategist

January 2019 - Present

*Creavista, Inc- Carlstadt, NJ*

- Led digital marketing campaigns for flagship product, driving a 15% increase in business revenue.
- Analyzed campaign effectiveness across 10+ metrics, including social media and brand awareness.

### Chief Creative/Marketing Advisor for mobilads

August 2018 - February 2020

*mobilads Inc- New York, NY*

- Designed cross-channel marketing strategies for a top OOH rideshare platform, boosting rider engagement by 25%.
- Created investor presentations, securing \$2M in additional financing for brand expansion.

### Senior Producer of Creative Services, News Camera Director

December 2012 - August 2018

*TelevisaUnivision Communications- Teaneck, NJ*

- Led brand marketing strategies for TV, newscasts, radio, digital, and social media, improving brand presence and viewer engagement with 17 Emmy nominations and 5 Emmy awards.

### Video Production Manager

November 2008 - October 2012

*Comodo Group Inc- Clifton, NJ*

- Managed video production, multiplying website traffic by 40% and YouTube views by 25%, optimizing conversion rates by 15%.

### News Camera Director, AD, Floor Manager

May 2002 - December 2007

NBCUniversal Telemundo- Fort Lee, NJ

- Directed 300+ live newscasts and major events annually, leading a team of 20 to produce award-winning and engaging content for live broadcasts.

**News Camera Director, Graphics Designer, VizRT Trio Operator** September 1998 - January 2002

TelevisaUnivision Communications- Teaneck, NJ

- Directed live newscasts and created graphics for 500+ programming hours, accelerated ratings by 20% through innovative virtual sets and special segment graphics.

## EDUCATION

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**Bachelor of Science in Media Communications (B.S.)**

April 2025

Full Sail University, Winter Park FL

Major in Media Communications

**Associate in Applied Science**

May 2002

Fashion Institute of Technology State University, New York, NY

Major in Advertising Design & Marketing Communications

## SOFTWARE SKILLS

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- Adobe Creative Suite: Photoshop, Lightroom, Illustrator, After Effects, Premiere Pro.
- Final Cut Pro
- Wordpress: Elementor Pro, HTML

## RECOGNITION

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**5 NY Emmy® AWARDS, 17 nominations**

- Promotion: News Promo - Single Spot/Campaign (2017)
- Promotion: News Promo - Image (2017)
- Community/Public Service Announcement (2016)
- Promotion: News Promo - Image (2015)
- Promotion: Program Promo - Image (2015)

**Edward Murrow Award**

- Best News Coverage, Camera Director (2000)