

# John K. Garcia

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## CAREER OBJECTIVES

I am seeking leadership opportunities that present challenging, dynamic and creative work environments while providing opportunities for worldwide growth, professional development and knowledge in global business, entrepreneurship, new media, digital innovation, multimedia design, web and mobile platforms.

## EDUCATION

University of Hawaii, Kapiolani Community College, New Media Arts

2001 - 2004

## QUALIFICATIONS

- Extensive experience and a keen eye for design, development and execution of effective digital solutions for various cross media platforms including web, mobile, print, television and social.
- Strong individual and team communication skills as well as presentation of forward thinking ideas and concepts.
- Team leadership and interpersonal team management incorporating a values and culture-based approach.
- Entrepreneurial and management skills with the ability to teach, motivate, organize, activate and lead teams to action.
- 14 years of web development/design, graphic design, UX/UI, mobile web and app design experience.
- 12 years of photography and art direction experience, 7 years of video/television production experience.
- 6 years of SMM, strategy and media integration, training, campaign design, local launch, measurement and analytics.
- 5 years of operational management experience, executive leadership, advisor/mentorship knowledge and experience.

## WORK EXPERIENCE

### **The Greenhouse Innovation Hub, LLC — Coworking Space, Technology Incubator**

2011 - 2012

*Founder & CEO / Chief Creative Officer / Digital Innovation Strategist*

- Manage all aspects of business including executive management team, membership, programming and operations.
- Implement and work with community partners to strengthen Hawaii's technology eco-system.
- Market the State of Hawaii as an innovation hub and destination for leadership, entrepreneurs traveling abroad.
- Build and oversee creative teams for agency work and collaborative ideation.
- Bring exposure to Honolulu's Urban Core through storytelling, social media strategy and community partnerships.
- Work with legislature to build and support Hawaii's startup eco-system, resources and visibility in the political arena.

### **Nonstop Honolulu, LLC — Online Entertainment News Magazine, Startup**

2010 - 2013

*Co-Founder / Chief Technical Officer / Director of Operations*

- Build and implement CMS for editorial workflow, maintain image, design collateral and oversee look and feel of brand.
- Manage a digital team of content producers, sales team, collaborators and community contributors.
- Scale site visibility and viewership to 1.5-2M monthly page views within three months of launch.
- Establish innovative partnership opportunities with local media, nightlife venues, restaurants and hospitality leaders.

### **The Kamehameha Schools**

2009 - 2012

*Digital Innovation Strategist / Social Media, Community Relations & Communications, New Media Division*

- Focus on producing high-quality web solutions to enhance overall web presence for the entire organization.
- Build and maintain social media identity to strengthen forward facing audience reach and engagement.
- Oversee digital creatives and work with Advertising team to deploy key messages to a digital audience.
- Grow mobile audience through UI/UX design and creation of applications for iPhone and mobile web users.
- Engage partnerships and build community amongst Hawaii's technology and social media influencers and businesses.
- Attend technology conferences and industry events such as SXSW and The Hawaii Social Media Summit for professional growth and inter company Think Tank sessions for internal team programming and education sessions.

## **The Honolulu Advertiser**

2007 – 2009

*Digital Supervisor of Design / Multimedia Director and Producer*

- Manage team of digital designers and oversee creative direction for display banner ads and digital products to ensure quality and proper design standards. Evaluate, improve and implement production workflows for online content team.
- Work closely with the newsroom staff, editors and reporters to launch breaking news and updates along with regular maintenance, administration and troubleshooting of all digital products.
- On-call, 24/7 breaking news response team with mobile newsroom access and press credentials.

## **John Garcia Digital**

2001 - Present

*Freelance Digital Media Specialist / Owner / CEO*

- Highly targeted creative campaigns that focus on niche community activation and moving audience to action.
- Community building and customer engagement analytics, measurement and reporting.
- Web development, graphic design, photography, videography and commercial video editing.
- SEM, SEO, SMM and social media branding consultation, keynote appearances and corporate training.
- Focused on gaining exposure and building a solid client base through effective cross-media digital solutions.

### COMPUTER KNOWLEDGE, TECHNICAL QUALIFICATIONS AND SKILL SET HIGHLIGHTS

- Proficiency with Apple Mac OSX, Numbers, Keynote, Pages and Google Applications suite.
- Advanced experience of HTML5, XHTML, CSS3, Wordpress back-end, administration and template customization.
- Experience with SEO, SEM and social branding through various social networking sites, Twitter, Facebook, Instagram.
- Proficient with Google Analytics, AdWords, AdSense, Omniture and Helios IQ AdServ script integration.
- Knowledge and experience with live streaming video broadcast and production via Livestream and uStream TV.
- Digital SLR, SD and HD camera operation, video editing and motion graphic design and production experience.
- UI/UX design experience with an emphasis in mobile space and iPhone app design.
- Experience with lean startup methodologies, working with agile teams in competitive startup environments.

### LICENSES, CERTIFICATIONS AND SEMINARS

- Certificate of Completion - Computer Training Academy / Network Resource Center Technology Internship
- Certificate of Completion – CompuMaster Seminar – Photoshop Expert Tips and Techniques
- Certificate of Completion – First time managers/supervisor training
- Hawaii Center For Entrepreneurship, Better Business Training Program – Completion Certificate

### AWARDS, RECOGNITION, ARTICLES AND SPEAKING ENGAGEMENTS

- 2012 Social Media Awards, Top 15 Hawaii Social Media Influencers, presented by Emerging New Media
- 2012 Speaking Panel for the Hawaii Congress of Planning Officials on Digital Innovation and Space Making
- 2012 Speaking Panel for the International Shopping Center Association on Digital Marketing for Retail Tenants
- 2011 Pele Bronze Addy, Interactive Media Online, Kamehameha School Malama Card iPhone App, UX/UI Design
- 2011 Pacific Edge Magazine, Best New Business Nominee, The Greenhouse Innovation Hub
- 31<sup>st</sup> Annual 2010 Telly Award Winner — “Home of the Brave Hawaii Victory Tour”, travel and tourism documentary
- 2009 Society of Professional Journalists — Best Online Multimedia Presentation, and Best Web Design, “Bad Blood”
- 2008 Society of Professional Journalists — Online Spot News Reporting, First Place, “Blackout”
- HiTech Quest 2001 Statewide Technology Competition, 1st place, Application/Development and Hall of Fame Inductee

### ASSOCIATIONS AND MEMBERSHIPS

Social Media Club of Hawaii Professional Member, Hawaii Final Cut Pro Users Group, The Chamber of Commerce of Hawaii Member — 2007-2008, Business Networking International (BNI) Honolulu Metro Chapter Member — 2007-2008, The National Association of Photoshop Professionals (NAPP), Professional Photographers of America (PPA), Hawaii Restaurant Association (HRA) — 2008, Hawaii Film-Makers Group, Hawaii Vegas Users Group

### WORK REFERENCES AND EXPANDED PORTFOLIO

A list of references along with an expanded social media, graphic/branding, photo, video, print and web portfolio is available upon request.