

John Kealoha Garcia

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OBJECTIVE

I am seeking opportunities that present creative and dynamic working environments while providing an opportunity to gain experience and strengthen knowledge in the area of new media, visual arts, multimedia design, web development, social networking and branding.

EDUCATION

University of Hawaii, Kapiolani Community College 2001 - 2004
Major: New Media Arts
Kalani High School, Class of 2001 1998 - 2001

QUALIFICATIONS

- Extensive experience and a keen eye for design and development of effective and marketable graphic layouts for various types of cross media platforms including web, mobile, print and television.
- Excellent proficiency in designing and developing interactive websites and e-commerce solutions for all industries.
- Strong individual and team communication skills as well as presentation of forward thinking and creative ideas.
- Positive attitude and willingness to live by strong core values and accomplish all goals set forth with utmost quality.
- Entrepreneurial and management skills with the ability to motivate, organize and lead teams to execute goals.
- Strong desire to learn new skills and tools to continually push the envelope and exceed expectations.
- Ten years of web development/design, graphic design/UI/UX/layout experience.
- Eight years of photography experience, seven years of video/television production experience.

WORK EXPERIENCE

- The Kamehameha Schools Oct. 2009 - Present
Digital Designer / Social Media, Community Relations & Communications, New Media, Web 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.
 - Support integrated teams with multimedia needs such as web design, video editing and audio recording.
 - Oversee digital creatives and work with Advertising team to deploy key messages to our digital audience.
 - Grow mobile audience through UI/UX design and creation of applications for iPhone and mobile web users.
- The Honolulu Advertiser 2007 – 2009
Digital Supervisor of Design / Multimedia Producer
 - Design, development of editorial, advertorial projects and multimedia elements for online presentation.
 - Work closely with the newsroom staff, editors and reporters to post daily breaking news and updates along with regular maintenance, administration and troubleshooting of all digital products.
 - Manage team of digital designers and oversee creative direction on all online banner advertisement, web products and multimedia builds to ensure quality and proper design standards are deployed.
 - Evaluate, improve and implement production workflows for online content team.
 - Innovation through widget creation, live streaming video broadcasts and social media interaction.
 - On-call, 24/7 breaking news response team with mobile newsroom access and press credentials.
- My Day Pass, LLC 2005 - 2009
New Media, Creative Director / Digital Media Specialist / Manager
 - Design and develop company brand identity including logo, business collateral, website and print media.
 - Collaborate with company members and tech team to develop a multi-faceted web application, enabling businesses to directly connect to consumers through an online savings and discount community.
 - Manage technological growth, development and implementation.
 - Collaborate with company members to manage business decisions, marketing and advertising campaigns.

- Get Fit Productions, LLC 2005 - 2007
Production Manager / Creative Director / Producer
 - Design and develop television show brand including logos, business collateral, website and print media.
 - Manage Production Company along with television crew budget, schedule and successful shoot execution.
 - On-line editor responsible for final cut of each episode and delivery to television show for broadcast.
 - Develop marketing strategies for television, print and web campaigns to increase and expand viewer ship.
 - Produced commercial spots for sponsors including writing copy and performing voiceovers.
 - Design and develop e-commerce website including streaming video and shopping cart ordering system
- Airgas Gaspro 2001 - 2005
Website Coordinator / Creative Media / Network Administrator
 - Design and develop an online presence for Airgas Gaspro — Pacific Division of Airgas Inc.
 - Build full E-Commerce solution that would allow customers to engage in online shopping.
 - Manage development tasks and track progress of associates responsible for key objectives.
 - Maintain online product catalog containing 8000 unique items for online purchase.
 - Design and develop effective graphic layouts for use in magazines, newspaper and various publications.
 - Design interactive digital presentations for use in company wide meetings and team building exercises.
 - Active role in team development strategies, working closely with Executive/Upper Management Team.
- John Garcia Digital Media 2001 - Present
Freelance Digital Media Specialist / Owner / CEO
 - Web development, graphic design, photography, videography, video editing and computer repair.
 - SEM, SEO and social media branding consultation.
 - Focused on gaining exposure and building a solid client base and brand identity.
 - Deliver and provide affordable cross-media digital solutions.

COMPUTER SKILLS AND TECHNICAL QUALIFICATIONS

- Proficiency with Apple Mac OSX Operating Systems and Microsoft Windows 9x/2000/XP/Vista.
- Proficiency with Microsoft Office; Outlook, Entourage, Access, Excel and PowerPoint.
- Advanced knowledge of HTML, XHTML, XML, CSS, JavaScript, AS2/3 scripting languages.
- Experience with Wordpress blog installation, administration and customization.
- Advanced knowledge and experience with Drupal, SaxoTech UI and Cushy content management systems.
- Experience with SEO, SEM and social branding through sites such as Twitter, Facebook and MySpace.
- Knowledge and experience with social media management, policy and community rules of engagement.
- Proficient with Google Analytics, AdWords, AdSense and Webmaster tools installation and maintenance.
- Experience with Omniture Web Analytics, Reports and Helios IQ AdServ script integration.
- Knowledge and experience with live streaming video broadcasts via Livestream and uStream TV.
- Non-Linear video editing and motion graphic design and production experience.
- Digital SLR, SD and HD camera operation and production experience.
- UI/UX design experience with an emphasis in mobile space and iPhone app design.
- Experience with e-mail campaign design and deployment and mailing list management.
- Knowledge and experience with various graphic design, video editing, and motion graphics software:
 - Adobe Creative Suite 5
 - Adobe Illustrator CS5
 - Sony Video Vegas/DVD Architect
 - QuarkXPress, Copy Desk, Dispatch
 - Apple Final Cut Pro Studio 3
 - Adobe Flash CS5
 - Adobe After Effects CS5
 - Apple Soundtrack Pro
 - Adobe Photoshop CS5
 - Adobe Dreamweaver CS5
 - Apple DVD Studio Pro
 - ZaxWerx Pro Animator

LICENSES, CERTIFICATIONS AND SEMINARS

- CompTIA Certified A+ Professional Computer Technician
- Certificate of Completion - Computer Training Academy / Network Resource Center Technology Internship
- Certificate of Completion – Oceanic Cable’s University - Effective Branding Seminar
- Certificate of Completion – CompuMaster Seminar – Photoshop Expert Tips and Techniques
- Certificate of Completion – First time managers/supervisor training
- Olelo Studio Producer Certification Completion
- Hawaii Center For Entrepreneurship, Better Business Training Program – Completion Certificate
- Dov S-S Simens, 2-Day Film School Certified Producer Certificate
- University of Hawaii Academy of Creative Media – Flash training, Intermediate/Advanced with Rich Shupe
- PSRA Seminar: Using video & photos in your Social Media, PR and marketing campaigns, 2009

AWARDS, RECOGNITION, ARTICLES AND FEATURES

- 31st Annual 2010 Telly Award Winner — “Home of the Brave Hawaii Victory Tour”, travel and tourism documentary. Director of Photography, Camera, Editor, Graphics
- 2009 Society of Professional Journalists — Best Online Multimedia Presentation, “Bad Blood: The Ambush of Chosen Company in Afghanistan”
- 2009 Society of Professional Journalists — Best Web Page Design, “Bad Blood: The Ambush of Chosen Company in Afghanistan”
- 2008 Society of Professional Journalists — Online Spot News Reporting, First Place, “Blackout”
- 2008 Society of Professional Journalists — Online News, First Place, “Diabetes: Hawaii’s Hidden Epidemic”
- HiTech Quest 2001 Statewide Technology Competition, 1st place, Application/Development category.
- HiTech Quest 2004 — Hall of Fame Inductee and online profile showcase
- PhotoFriday.com — Noteworthy Photographer of the week
- Pacdesco.com — Community designer Interview
- Hawaii Wood 2006 Article — Midweek Feature By Joji Yoshida
- Brown Bags to Stardom 2001 — 1st Place, representing Kalani High School in Statewide finals.
- Transition Magazine – Career Pathway Feature – 1st Quarter 2007 Publication

ASSOCIATIONS AND MEMBERSHIPS

- 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 EXAMPLES, ONLINE PORTFOLIOS AND SOCIAL NETWORKS

- Web, print, video and photo portfolio:
 - <http://www.john-garcia.com>
- Social Networks:
 - Twitter: <http://www.twitter.com/johngarcia>
 - Facebook: <http://www.facebook.com/johngarcia>
 - LinkedIn: <http://www.linkedin.com/in/johnkgarcia>
- Additional websites:
 - <http://www.ksbe.edu/kapua>
 - <http://www.ksbe.edu/directmail2010>
 - <http://www.ksbe.edu/songcontest>
 - <http://www.kamehamehapublishing.org/kohalakuamoo>
 - <http://charlesreedbishop.org>
 - <http://the.honoluluadvertiser.com/specials/wanat>
 - <http://the.honoluluadvertiser.com/specials/legislature09>
 - <http://the.honoluluadvertiser.com/specials/beijing2008>
 - <http://the.honoluluadvertiser.com/specials/specialobama08>
 - <http://the.honoluluadvertiser.com/specials/bestrestaurants07>
 - <http://www.atlasconstruction808.com>
 - <http://www.kupaoa.com>

WORK REFERENCES AND EXPANDED PORTFOLIO

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