




# GENESIS GARCIA

## STRATEGIST

### CONTACT

 305-613-8315  
 ggarc240@fiu.edu  
 Miami, FL

### EDUCATION

#### MASTER OF SCIENCE IN GLOBAL STRATEGIC COMMUNICATIONS

Miami Ad School & Florida International University

2021-Present

#### DIGITAL MARKETING CERTIFICATE

University of Central Florida

2021

#### MASS COMMUNICATIONS CERTIFICATE

Florida International University

2020

#### BACHELOR OF ARTS IN COMMUNICATION STUDIES

Florida International University

2016-2020

### SUPER POWERS

Hand Raiser | Problem Solver | Natural Leader |  
Animated Speaker | Proud Latina

### TECHNICAL SKILLS

Adobe Photoshop | Adobe InDesign | Adobe Spark | Adobe Premiere Pro | Proficient in English and Spanish | Quant & Qual Research | Project Management Tools | Competitive Analysis

### SUMMARY

Strategy-obsessed graduate student with three years of work experience and two degrees relating to strategic communication and marketing. Excellent team player, and an exceptional team leader who works proactively and effectively within a complex and busy work environment. Enthusiastic about living new experiences and always open to a challenge. Fascinated by the behind-the-scenes on all things ads and commercials. Hoping to make the next unforgettable multi-platform campaign for your brand and company.

### EXPERIENCE

#### STRATEGIC MARKETING ASSISTANT

Kipp Group/The Branding Art

Nov 2020 - Nov 2021

- Gathered data on campaign success, through collecting audience feedback.
- Created and posted strategic content for various brands.
- Assisted with the setup, facilitation and completion of marketing events.
- Oversaw the design and graphics of all marketing and social media content.
- Conducted market research to better understand the needs of the target audience.

#### SOCIAL MEDIA MANAGER

Radar LLC.

Oct 2019- Jan 2021

- Increased audiences on Facebook & Instagram by +500,000 followers in a 9-month period.
- Designed/Supervised multi-platform content strategy that led to a +200% increase in Ad Revenue.
- Used Google/Facebook analytics tools to gather, analyze and interpret data for content strategy optimization.

### PROJECTS

#### PRODUCTION ASSISTANT

Billionaires Group

2019 & 2020

- La Culpa No Es De Dios (2019) **Emmy Winner**
- Hay Que Intentarlo (2020) **Emmy Winner**