

// E-Mail:

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// Website:

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// Phone:

+1 (607) 342-1597

// ANDREW GARCIA

Objective: *A motivated, results-oriented individual with strong web skills. Will utilize international background, creative expertise and range of skills to drive your company's branding, marketing or web goals to success.*

// Education

Ithaca College

Bachelor of Science: Communication Management and Design

Integrated Studies concentration

May 2009; GPA 3.4

- Sigma Iota Epsilon National Management Honorary, 2008
- Peggy R. Williams Academic and Community Leadership Award nominee, 2008

// Languages

- *Fluent:* English, Spanish
- *Conversational:* French, Japanese
- *Web:* xHTML, CSS, PHP, ActionScript, Perl, Javascript

// Diversity

- Resided and educated in almost a dozen countries internationally over 19 years
- Eclectic, creative background as seen on:
www.whoisandrewgarcia.com
- Variety of interests ranging from hiking and family-life to skydiving and windsurfing.

// Relevent Work Experience

Web/Graphic/Multimedia Design (2004-Present) – Independently contracted for graphic, multimedia and web design.

- Able to focus and deliver on time, within budget and communicate effectively with clients despite the demands of large projects.
- Developed extensive web-based projects using: xHTML, CSS, PHP, JavaScript, AJAX, CMSs and other tools.
- Knowledge and expertise in the complete Adobe software suite.
- Produced fliers, posters and promotional art.
- Thorough understanding and experience working with New/Social Media of all types (including microblogging, blogging and social networking tools).
- Consistent focus on maintaing a marketable web brand through Search Engine Optimization.
- Webmaster/Designer/Editor of: www.inseparablenomads.com, www.becomingcyborg.com, www.whoisandrewgarcia.com.

Ithaca College, ITS (2006-2009) – Worked at Helpdesk as user support consultant for Ithaca College's Information Technology Services.

- Worked in a synergistic team of consultants over three years.
- Organized and maintained an equipment loaner system.
- Responded to campus-wide system crises including all systems down, system upgrades gone wrong, rolling power outages, data loss and others.
- Addressed the technological needs and problems of a 7,000 strong campus community.
- Helped with the training and induction of coworkers.

GreenStar Coop (2008-2009) – Designed and executed a comprehensive rebranding and demographics acquisition campaign for cooperative market GreenStar.

- Conducted group research and extensive survey initiative.
- Developed and implemented a phased campaign with detailed budget and project timeline.
- Designed and implemented project scope with contractual agreement.
- Campaign proposal booklet and deliverables submitted to client with enthusiastic response.
- Acted as project analyst and performed rebranding development.
- Acted as group leader and promoted synergy through team motivation and emergent thinking.
- Developed clear goals and response rubric for GreenStar to follow for optimal market penetration.
- Performed SWOT analysis and marketability research.

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// Work Experience (Cont'd)

IC Electronic Music Guild (2006-2007) – Established and acted president for two years at Ithaca College's Electronic Music Guild.

- Organized large-scale dance events and concerts in Ithaca, New York, Cornell University and Ithaca College.
- Designed and deployed extensive marketing campaigns.
- Developed print and web-based graphics, including posters, fliers and promotional art.
- Organized a communications network and maintained email lists and social networking groups.

IMMUNS (2005) – Executive Committee member for International Monterrey Model United Nations Simulation based out of Monterrey, Mexico.

- Organized logistics for the yearly simulation at the executive level for a Non-Profit organization
- Highly detail-oriented position requiring strong communication skills and self-motivation.
- Multicultural, multilingual environment utilizing my cultural awareness and multilingual abilities.
- Acted as primary designer and web developer as Webmaster for <http://www.immuns.org>.
- Executed a successful international conference with several thousand attendees including guest speaker Dr. Jane Goodall.

// Relevent Project Experience

Under Armour (2008) – Designed a globalization strategy campaign for Under Armour.

- Showcased at Communications, Management Design banquet at Ithaca College.
- Developed and pitched tactical campaign for the globalization of Under Armour products with a humanitarian context.
- Organized and led a team of three to success while fostering excellent communication and synergy by: coordinating group meetings, maintaining a strong email correspondence outside of group work and asked team members to speak up to avoid groupthink.

ASTA (2007) – Designed and executed a comprehensive rebranding initiative for the American Sail Training Association.

- Conducted group research and organized a phased rebranding campaign.
- Developed graphics and promotional materials including fliers, posters and art.
- Designed a prototype, web 2.0 design for a new ASTA website.
- Developed detailed budget and timeline proposals.
- Presented and pitched rebranding campaign resulting in an internship offer.
- Developed campaign proposal booklet and deliverables.
- Performed strengths/weaknesses analysis and developed a market perception report.

iSeeResults (2007) – Utilized web and graphics design expertise to build a “visual search engine”.

- Used Adobe Flash, Dreamweaver, PHP, ActionScript and Google Search AJAX API to design and develop an innovative graphics-based search engine.
- Currently still in development.
- Approached by Ithaca College faculty to collaborate and publish an academic paper upon completion.

Professional Applications Portfolio (2006)

Organizational Documents

- Utilized and displayed expertise in the Microsoft Office Suite.
- Utilized and displayed expertise in the Adobe Software Suite.
- Designed and implemented a mySQL database and used flowcharts to represent data.

Technical Writing

- Demonstrated ability in memo writing, internal corporate communications, technical instruction, sales proposals, informal and formal report writing and other fields.