

# ADAM GARCIA

GRAPHIC DESIGN   CONTENT PLACEMENT   DIGITAL MARKETING

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Round Rock, TX

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EDUCATION	<b>Trinity Christian College: Chicago, IL</b> <span style="float: right;">2017-2021</span> Major: Graphic Design   Minor: Business ATHLETICS: NAIA DIVISION 3 Men's Volleyball Team Diversity Scholar
PROFESSIONAL EXPERIENCE	<b>Lead Designer – Texan Creative</b> <span style="float: right;">02/20 – Present</span> <ul style="list-style-type: none"><li>• Create and edit effective customer websites via WORDPRESS</li><li>• Create traditional marketing designs such as ads, pamphlets, and shirts</li><li>• Format and upload content, media, metadata for SEO</li><li>• Research design trends, technologies, and strategies</li></ul> <b>Product Designer – Weatherford International</b> <span style="float: right;">feb 21 - march 22</span> <ul style="list-style-type: none"><li>• Created in-house team building campaign, series of patch designs</li><li>• Coordinated production of embroidery patches with approved vendors</li><li>• Delivered on-time and under budget for “YOLO” teams in Houston, Texas and India</li></ul> <b>Marketing Consultant – Rice Village Alliance</b> <span style="float: right;">may 21 – nov 21</span> <ul style="list-style-type: none"><li>• Conducted marketing survey for merchant retention in a fluid retail area of Houston</li><li>• Designed 2021 area-wide neighborhood map PDF for new visitor's guide</li><li>• Created hi-res, CMYK advertising spots and compiled Instagram posts for upscale retail advertisers</li><li>• Coordinated distribution to local merchants and high-end hotel properties for Fall/Spr 2021 Rice University semesters</li></ul> <b>Marketing Associate – State Fair of Texas</b> <span style="float: right;">sept-oct 2019, 2021</span> <ul style="list-style-type: none"><li>• Represented GO TEXAN marketing program at state's largest festival</li><li>• Received and processed marketing materials for public distribution</li><li>• Installed and maintained retail hardware and website for vendor operations</li><li>• Data entry and purchase order management, team delivered 92% productivity rate</li></ul> <b>Business Intern – Clear Stream Recycling</b> <span style="float: right;">jun 19 – sept 19</span> <ul style="list-style-type: none"><li>• Updated product catalog and produced design work in a business setting</li><li>• Helped redesign company logo and conducted focus groups for B2B conference</li><li>• Received bids from contractors for new website and coordinated interviews</li></ul>
RELEVANT EXPERIENCE	<b>E-Sports Club President, Trinity Christian College</b> <span style="float: right;">aug 18-may 19</span> <ul style="list-style-type: none"><li>• Launched college level E-sports club for all undergraduates</li><li>• Organized events and team logistics, Designed t-shirts, advertisements and posts</li></ul>
SKILLS	Adobe Creative Cloud: <ul style="list-style-type: none"><li>• Photoshop</li><li>• Illustrator</li><li>• InDesign</li></ul> <ul style="list-style-type: none"><li>• Print Design</li><li>• Spanish - Beginner</li><li>• Strong Character Sketching</li><li>• Wordpress Web Design</li></ul> <ul style="list-style-type: none"><li>• Word</li><li>• Excel</li><li>• Social Media (IG, Facebook)</li></ul>