

Twenty years of creative and management experience in enterprise content/digital asset management, web production, business process improvement, and digital photography at major technology and media companies including Apple, NeXT, Visa, Voyager Company, Playboy TV and Univision. A talented communicator and resourceful leader with a proven record of delivering results.

- Digital Asset/ Content Management
- Metadata and Standards Development
- Workflow Optimization
- Business Process Improvement
- Project Management
- Digital Photography
- Bilingual in English/Spanish

## EXPERIENCE

### Digital Asset Manager

#### Univision Interactive Media

Miami, FL  
12/2006 – 3/2009

Successfully delivered Univision Interactive Media's first enterprise content management solution on time and under budget.

As solution architect and project manager I was responsible for strategic planning, design, specifications and requirements, standards and implementation.

Among the important objectives achieved, the new system:

- Increased ROI in digital assets by 60%
- Reduced production costs by more than 30%

Univision Interactive Media's digital asset management solution exploited the entire content life cycle through cohesive integration of technology with business process improvements. Features and benefits included:

- Global access to a centralized library via a secure web interface enabled reuse/repurposing of assets.
- Collaborative distributed tagging, efficient workflows, a modular metadata schema, granular media classification and XMP embedding made it possible to produce portable content-rich assets with minimal personnel requirements.
- A robust front-end, multi-language metadata and performance optimization provided for high value search and retrieval.
- Built-in digital rights management policies and functionality protected the company and its assets.

A major expansion of the DAM system began Q1 of 2007 to handle video assets and video production workflow. This involved defining and implementing the following:

- End-to-end video asset management processes.
- A system for ingesting Univision Interactive Media's sizable legacy tape library.
- Plans for integrating advanced features such as face recognition, language detection and automated metadata insertion.

Photography: As one of two staff photographers, I generated over 25% of UIM's published photographic content.

- In all, produced over 20,000 images of celebrities, television shows, red carpet events, awards and products.
- 5,000 photographs published on Univision.com. Sample images at [www.frankgarcia.com/uol/](http://www.frankgarcia.com/uol/)

Significantly increased utilization of UIM's photography by creating set of policies, workflows and tools specific to UIM's high-volume, time-critical photography production and distribution.

- Reduced from 2 hours to less than 15 minutes the time required for thousands of photographs taken by UIM photographers at events like the Latin Grammys to reach editors in Miami and Mexico.

### Independent Consultant

Miami, FL  
01/2003 – 12/2006

Professional services provided to organizations wishing to improve brand communication. Areas included strategy, planning and implementation of content management solutions, media workflow, training in photorealistic visualization, and design of proposals and presentations. Clients included architecture and planning firms such as EDaw/AECOM ([www.edaw.com](http://www.edaw.com)), real-estate developers and government organizations such as The City of Miami Beach ([www.frankgarcia.com/greenspace](http://www.frankgarcia.com/greenspace)).

## Content and Web Production Manager

### Claxson Group / Playboy TV (formerly Cisneros TV Group)

Miami, FL  
5/2000 – 8/2002

Directed web production for Playboy TV International. Successful projects included:

- Online video catalog/e-commerce site for commercial customers
- Promotional sites for TV productions. The site created for the launch of PTVI's new *Latin Lover* cable series was instrumental in subscribing a record number of new customers. It featured the first episode in-full and future episode trailers.

Other responsibilities included leading an initiative to monetize Playboy's extensive video collection. By digitizing thousands of titles and creating a multichannel digital library and asset management system PTVI could offer a host of products and services such as video on demand via cable television and the Internet.

Prior to being promoted to the Playboy TV group I worked within Cisneros Television Group as *General Manager of Venus Online*. I created the Venus Online

web site, a profitable online extension of the company's popular television brand in Latin America, The Venus Channel. The site was highly successful with initial memberships exceeding expectations.

## Executive Producer

### Salud.com

Miami, FL  
9/1999 – 5/2000

Responsible for the design and production of a Spanish-language consumer health portal, similar to WebMD, to replace Salud.com's first-generation site.

Vignette ([www.vignette.com](http://www.vignette.com)) and other tools were used to produce a robust platform for content management, web publishing, e-commerce and social media.

The system featured smart content repurposing, streamlined editorial workflow, ad space management and customer relationship management. The result was an extraordinary user experience.

## E-commerce Manager

### Visa International

Miami, FL  
8/1998 – 8/1999

Responsible for promoting e-commerce using Visa credit and debit cards in Latin America([www.lac.visa.com](http://www.lac.visa.com)). Planned and executed successful e-commerce market development programs, such as training seminars, marketing communications collateral, trade shows and promotional events.

These programs led to a measurable increase in bank participation. Online consumers purchases with the Visa card also increased.

## Prior to 1999

### Apple Computer, Senior Marketing Representative

First marketing representative at Apple to produce and execute a local ad campaign, which won two of the region's largest higher education channel accounts.

### NeXT Computer, National Sales Communications Manager

Created and managed several highly successful sales and marketing programs.

## EDUCATION

### Boston College, Bachelor of Science Degree

Double major completed in biology and philosophy. Minor completed in computer science.