

FRANK GARCIA Project Management Experience

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Below is a brief description of some of the specific projects for which Frank Garcia was the project manager

Project	Company	Description	Result	Duration	Budget	Reporting	People	Departments	Vndrs
Enterprise Solution Digital Asset Management System	Univision Interactive Media	Delivered UIM's first enterprise content management solution on time and under budget.	Completed on time, within budget	12 mo	\$150,000	Creative Director COO	Supervised: 0 Implemented: 15 Participated: 7	Creative IT	4
		Responsible for strategic planning, design, specifications, standards and implementation	System quickly became an essential tool across the company. Increased ROI in digital assets by 60%. Reduced production costs by more than 30%					Applications Editorial Ad Sales Marketing Photography	
Workflow Process Improvement Special Events Photo Delivery Redesign	Univision Interactive Media	To solve a significant bottleneck in utilizing media from important events like the Latin Grammys	Problem solved. Completely changed the equation. Reduced from 2 hours to less than 15 minutes the time required for thousands of photographs taken by UIM photographers at events to reach editors in Miami and Mexico.	2 mo	NA	Creative Director COO	Supervised: 0 Implemented: 7 Participated: 4	Creative Editorial Marketing Photography	0
		I created a set of policies, workflows and tools to be used on-site in combination with the DAM system remotely.							
Consumer Site Venus Membership Site	Claxson	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.	9 mo	\$210,000	COO	Supervised: 3 Implemented: 5 Participated: 10	TV Channel Marketing Operations IT	6
B2B Ecommerce Third Party Video Sales Catalog	PTVI	Online video catalog/e-commerce site for commercial customers	Now that vendors could browse PTVI's catalog and purchase online, sales increased.	6 mo	\$90,000	President	Supervised: 2 Implemented: 4 Participated: 4	Third Party Sales Marketing IT	1
Streaming Video Latin Lover site	PTVI	Consumer site created for the launch of PTVI's new cable TV dramatic series. It featured the first full episode and trailers.	Site received large amount of traffic without interruption. And was instrumental in subscribing a record number of new customers.	3 mo	\$80,000	President	Supervised: 2 Implemented: 3 Participated: 7	Sales Marketing IT Production	2
Portal Development Salud.com Health Portal	Salud.com	Portal Production: Design and production of a Spanish-language consumer health portal, similar to WebMD.	Vignette and other tools were used to produce a robust platform for content management, web publishing, e-commerce and social media.	9 mo	\$550,000	CEO COO	Supervised: 5 Implemented: 10 Participated: Many	Executive IT Editorial Creative Marketing Sales	4