

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 Univision, Playboy TV, Visa, Voyager Company, NeXT, and Apple. A talented communicator and resourceful leader with a proven record of delivering results.

- Digital Asset/ Content Management
- Workflow / Business Process Improvement
- Interactive Project Management
- Digital Photography
- Bilingual in English/Spanish

EXPERIENCE

Independent Consultant

Project Management, Digital Photography Workflow, Digital Asset Management

04/2009 – Present

Since being downsized from my previous position I have taken the opportunity to work as a consultant on a variety of projects, expand my professional network and acquire additional skills.

11/2010 – present Business plan development for an energy efficiency startup. Conducted market research, built sales forecasting models, helped develop the implementation plan and wrote much of the copy for the business plan.

04-09/2009 Instructional consulting to photographers in digital production workflow including digital asset management, advanced editing as well as mobile and social media distribution.

08-12/2009 Produced a considerable new art photography series for which I created custom hardware. Many of the images have already sold. I began a new series in March 2011.

Digital Asset Manager

Univision
Interactive Media

Miami, FL
12/2006 – 3/2009

Delivered UIM'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 production. This involved defining and implementing:

- 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/

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), real-estate developers and government organizations such as The City of Miami Beach (www.frankgarcia.com/greenspace).

Online Producer**PTVI**

PTVI was created as a joint venture between Playboy Entertainment and Cisneros TV Group, which in 2001 combined with other entities to become Claxson. I first joined Cisneros and then was promoted to PTVI.

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 cable TV dramatic series was instrumental in subscribing a record number of new customers. It featured the first episode in-full and future episode trailers.

Online General Manager**Claxson Group**

(formerly Cisneros TV Group)

Miami, FL
5/2000 – 8/2002

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 this I worked within the parent company, 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) 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). 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

Chicago, IL

Cupertino, CA

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**

Boston, MA - May 1986

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

Competencies

in
Digital Asset Management
and
Project Management

- Planning, design, implementation, management enhancement of a complete enterprise-wide digital asset management solution
- Management of entire of media lifecycle from creation and procurement through conditioning and ingestion to distribution and archiving
- Collaborative problem solving using structured methodologies to arrive at innovative solutions
- Project planning from needs assessment and problem analysis through requirements specifications to delivery and training
- Alignment of strategy, planning and execution with measurable business objectives
- Business process improvement
- Liaison between business units, functional groups, management levels and DAM team
- Authentically engage all groups such as designers, programmers, database managers, photographers, marketing managers, project managers, sales executives, company directors and others to maintain effective communicate.
- Legacy content migration and integration
- Formulation of policies and standards as well as establishment of operational procedures for content creation, cataloging, and usage
- Establishment and enforcement of file and folder naming conventions
- Development of carefully-planned metadata system of modular schemas
- Formulation of controlled vocabularies, taxonomies, schemas, and metadata rules
- Integration of desktop applications and other non-dam resources into the dam ecosystem
- Distributed collaborative metatagging to capture metadata from the most informed sources.
- Content usage rights management
- Administration of procedures and policies to ensure robust, highly descriptive, consistent and accurate asset metadata
- Workflow design for asset management and creative production including analysis and modification of existing workflows to improve efficiency and leverage resources
- Multi-channel, multi-format content distribution
- End-user training and support
- Specification of performance metrics
- Third party asset procurement: source, negotiate and contract stock assets
- Management of outside vendor relationships
- Negotiation of contract and manage photographers, designers, and other content producers
- Ongoing system maintenance, enhancements, optimization
- Research and evaluation of emerging technologies such as face recognition and visual search
- Digital image editing/retouching expertise
- Digital photography raw workflows for maximizing quality and optimizing multiple channel distribution
- Software proficiency: Adobe CS, Microsoft office, specialized image editing applications, 3d drawing,
- Bilingual. Proficient in speaking, reading, and writing in Spanish