



PROFILE

Multi-disciplinary creative with 9 years of experience in art direction and digital media production, both from the marketing agency side and client side.

Strong traditional graphic design acumen with a growing expertise in videography, motion graphics and content creation. Collaborative problem solver able to contribute throughout the creative process by geeking-out on the details while keeping an eye on the big picture.

EXPERTISE

MULTIMEDIA

Storyboarding & Production Planning, Video Editing & Motion Graphics, DSLR Camera Operation, Studio Lighting, Audio Recording

WEB & DIGITAL

Content Development, Wireframe & UX Comps, Wordpress, e-Commerce Assets, Newsletters, Social Media Campaigns

MARKETING

Branding & Identity, Print Collateral, Packaging & Signage

EXPERIENCE

IMPLUS FITNESS

2014 - PRESENT

Senior Manager, Video Production

Collaborated with brand teams to strategize and produce multimedia assets for B2C/B2C product campaigns across e-commerce, retail and social media.

Senior Manager, Design & Content

Led and supported the planning, development and execution of interactive content, e-commerce product resources and marketing campaigns for Implus fitness brands.

TRIGGERPOINT PERFORMANCE

2011-2014

Senior Manager, Design & Content

Lead Creative Department through the execution of branding updates across marketing efforts, packaging design, event collateral, and video projects. Coordinated team ideation and visual development of new company website.

Education Design Manager

Provided creative direction and led re-design of professional education materials. Managed planning and production of multimedia assets for industry and consumer product support.

Level 1 Master Trainer

Facilitated educational courses for domestic and international fitness professionals. Presented lecture material consisting of exercise science and therapeutic techniques for product application.

BROMLEY COMMUNICATIONS LLC.

2008-2010

Junior Art Director

Assisted tenured creative teams in the development and execution of print, broadcast and interactive marketing efforts. Accounts included Payless Shoes, Coors Light, the NBA, and many more brands within the Latin American advertising market.

EDUCATION

TEXAS STATE UNIVERSITY

DECEMBER 2007

Bachelor of Fine Arts, Communication Design



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