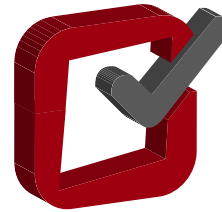


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📄 www.regiogarcia.com 🏠 Orlando, Florida



Professional Profile

REGIOGARCIA
MARKETING • WEB PRESENCE • DESIGN

I am a visual designer and marketing professional with years of experience in branding, graphic design, Web Design, business development and effective marketing, both in print and on the web.

I have built and managed multidisciplinary teams, overseeing all stages of creative development and implementation. This includes leading projects ranging from product design, identity cultivation, community outreach and communications design for web and other marketing mediums.

Education

Business Adm	Universidad de Puerto Rico	1989
Graphic Design Trainings	Ledet Training	2015
Web & Digital Design Updates Trainings	Varius	2017-2020

Work Experience

Marketing & Business Development | Town Square Mortgage - Florida | March 2018 - Present

Currently lead and manage the marketing department, implement and oversee all marketing and design needs. I have conceptualized and executed the rebrand of the organization by creating a consistent look-and-feel of the brand, both on print and an online presence in the Orlando, Florida.

- Rebrand organization and rehabilitated community visibility
- Executed user interface design for the web and online marketing campaigns
- Creative Direction of all graphic design for collateral materials
- Created online presence on social media platforms
- Established and managed relationships - Customers and realtors
- Managed all aspects of design and marketing budget
- Conduct research to identify opportunities and acquire new members

Business Relation Manager | Hamilton Group Funding - Kissimmee | March 2017 - June 2018

Currently lead and manage the marketing department, implement and oversee all marketing and design needs. I have conceptualized and executed the rebrand of the organization by creating a consistent look-and-feel of the brand, both on print and an online presence in the Kissimmee, Florida.

- Rebrand organization and rehabilitated community visibility
- Executed user interface design for the web and online marketing campaigns
- Creative Direction of all graphic design for collateral materials
- Created online presence on social media platforms
- Established and managed relationships - Customers and realtors
- Managed all aspects of design and marketing budget
- Conduct research to identify opportunities and acquire new members

Marketing and Design

Delbrass Studio

May 2009 - March 2017

Create all concepts from ideas to product design, packaging, product placement, and online sales.

- Management and Implementation of marketing efforts
- Created the brand identity for the company
- Implemented market focused Pay Per Click campaigns with a 97% ROI
- User interface design for e-commerce website and online marketing campaigns
- Product design, graphic design, packaging, and marketing materials
- Conceptualization and management of all e-newsletter campaigns
- Product placement and co-marketing campings
- Developed a strong community presence on social media platforms
- Constant study and deep understanding of all competitors
- Managed all traffic statistics and analytics

Director / Graphic Director

Vive Magazine (Heath Industry)

2006 - 2008

Founded Vive Magazine. Create all concepts from ideas to product design, Illustration, photographics concepts, product placement, diagramation distributions stands and sales.

- Created and supervised the graphic design department
- Rebrand organization and rehabilitated community visibility
- Executed user interface design for the web and online marketing campaigns
- Creative Direction of all graphic design for collateral materials
- Created online presence on social media platforms
- Established and managed vendor relationships
- Managed all aspects of design and marketing budget

Clients

1996 - Present

- | | | |
|---|---|--|
| <ul style="list-style-type: none"> - Pfizer Corporation - Bristol Myers Squipp - GlaxoSmithKline - Schering-Plough - Merck & Co. - Abbott - Atlantic Point Aviations - Restaurant Vaca Brava - Cofecc - Aventuras Tierra Adentro - Medical Biotronic | <ul style="list-style-type: none"> - El Vocero de PR - Quantum 360 - Copernicus Medical Billing - Your Right Hand - Orgánica Products - Franceshi Method - Revista Vive - Madelaine Café Bistro - Latin Aero Link - EcoPalm Solutions | <ul style="list-style-type: none"> - Home Field Hunter - Scuba Dog Society - Irizarry Mendez Law Firm - MyGlobal CRM - Carlos Beltran Baseball Academy - Boston Scientifics - Logistics Transport - Maroma Socks - Hamilton Group Funding - Town Square Mortgage |
|---|---|--|

Distinctive Skills

- Spanish & English
- Graphic Design and Web Design
- Branding and Product Design
- Adobe CS5.5, Wordpress, HTML, CSS, Prototyper
- Content Management Systems
- Entrepreneurial Experience & Business Development
- Budget management and Vendors Relationships
- Marketing Strategies and Campaign Management
- Social Media Rehabilitation & Cultivation
- CRM Programs Experience