

EDWARD GARCIA

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SUMMARY

A versatile and innovative Executive Video Producer with extensive experience in brand development through video production and creative business communications. A dynamic leader with established capabilities in performing concurrent duties under tight deadlines. Assembles talented teams, collaborates with stakeholders, and utilizes each associate's skill set to meet or exceed the desired goal or result. Possesses a proven aptitude for strategy-driven and integrated marketing communication programs. A goal-oriented problem solver with exceptional vision who brings proven leadership to every new project or initiative.

EXPERIENCE

PS89 PRODUCTIONS, LLC, Newport Beach, California

Executive Video Producer2010-present

PS89 is a video production company covering both the creative art and technical science of a project. As founder, Edward leads the creative group comprised of accomplished, enthusiastic and dedicated Filmmakers with a passion to help organizations grow in multimedia communications. The company creates brand narratives for Toshiba, The City of Palm Springs, IHOP, Mimi's Café, Sage Business Management, Lakeshore Learning Centers and PepsiCo.

- Successfully developed interactive video modules for Quest Software, which trained an average 95,000 team members annually to assure consistency throughout the system.
- Identified key vendors, suppliers and creative partners to develop True Innovation's first LCD in-store video screens.
- Formulated creative initiatives to elevate Alcone's Logitech and CA Lottery clients by increasing video efficiencies and facilitating communication between key stakeholders.
- Supervised product photography for Long John Silver's and A&W – with a cost savings of over 1.3 million dollars annually.

YUM! BRANDS, Irvine, California

Multimedia / Engagement Producer2000-2011

Held responsibility for implementing a holistic strategy using dynamic video to interface with brand initiatives to gain customer relevance. Developed a distinctive visual communication culture that is helping to drive the brand's national Live Mas commercials, in-store digital TV monitors, national live events and dynamic web sites.

- Managed an annual budget of 725,000 along with producing 210 videos per year with a creative staff comprised of editors, producers, unit production managers, directors, VFX coordinators and agency representatives.
- Produced and directed video narratives for Taco Bell's in-store digital TV monitors, reaching over 4.5 million impressions per day.
- Contracted and coached video producers within the YUM! organization to support their brand's digital initiatives through consistent message, design, and delivery methodology.
- Spearheaded and developed digital signage strategy employing 380 video monitors within the Irvine headquarters - Saving the brand over \$1.2MM in paper alone through efforts in green initiative.
- Partnered with DraftFCB to supervise strategic engagement using social media tools and consumer-generated content as means to captivate the brand's consumers. Increased brand's recruiting efforts by 150% producing engaging videos for the brands YouTube channel, mobile and QR code technology.