

Johnathon Paul Garcia

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Professional History

Data Analytics Fellow

General Assembly, October 2020 - January 2021

- Completed a three-month, 360-hour, full-time immersive program concentrated in advanced uses of data analysis languages, tools and methodologies such as PostgreSQL & Tableau.

Digital Project Manager

Entercom Radio, March 2020 - July 2020

- Managed all of the Sacramento market's digital marketing campaigns from conception to completion for campaigns such as website creation, search engine optimization, social media management, paid search, video ads, and radio ads by acting as a liaison between multiple creative teams, agencies, clients, and company representatives.
- Managed the awareness-building communications campaign for Shriners Hospital for Children of Northern California's Big Day of Giving fundraising event and surpassed the fundraising goal of \$50,000 with \$71,364 being raised by the local community.

Digital Marketing Manager

Visit Lodi! Conference & Visitors Bureau, May 2019 - March 2020

- Filmed & edited video ads, managed the website, coordinated email campaigns, photographed local places and events of interest, created and implemented social media posting schedules, utilized graphics editing software to create content, managed partnerships with influencers, tracked and analyzed website traffic, and wrote monthly blogs.
- Spearheaded partnerships that brought nearly \$10,000 of marketing value in one weekend through unpaid partnerships with influencers by inviting them to events and maximizing exposure from their posts with the company's social accounts in real time.
- Created video reviews of businesses, filming and editing the videos entirely in a monthly series for the company's YouTube page.

Marketing Coordinator

Panorama Meats & Western Grassfed Beef, June 2018 - May 2019

- Built a new website, filmed and edited video ads, managed the company websites, designed email campaigns, photographed company products, managed online storefront, wrote blogs, coordinated social media posting schedule, managed relationships with influencers, created visual marketing content, and acted as the face of the company at events and on live news segments.
- Implemented data-supported geo-targeting changes in the paid search ads that led to a 62% increase in online sales growth.

Marketing Manager

Elk Grove Power Sports, September 2015 - May 2018

- Created video ads, designed digital billboards, managed company websites, tracked and analyzed website traffic, managed search engine marketing, designed email campaigns, photographed all company products, and managed social media channels.
- Developed a marketing plan centered around geo-targeted ads which led to being the first dealership crowned the Sea-Doo Dealership of the Nation for two years in a row: outperforming all dealerships in sales nationwide during a statewide drought.

Marketing Communications Specialist

California Electronic Asset Recovery, February 2012 – December 2014

- Built a new company website, managed marketing campaigns, measured return on investment for all marketing activities, managed social media channels, designed marketing material, tracked website traffic.
- Implemented strategic marketing changes that increased customer engagement with 85% less marketing ad spend than before.

Newspaper Editor

The Connection Newspaper, January 2011 – December 2011 & January 2015 – May 2015

- Managed a team of writers, photographers, and artists for a weekly newspaper while designing the pages of various sections.
- Awarded 2nd Place for Sports Action Photo and 3rd Place for Ad Design by the Journalism Association of Community Colleges.

Educational History

Bachelor of Arts Degree in Communication Studies

- Southern New Hampshire University, December 2022

Bachelor of Arts Degree in Sociology

- Southern New Hampshire University, August 2021

Associate of Arts Degree in Communication Studies

- Cosumnes River College, May 2021

Skills & Expertise

Photography | Graphic Design | Video Editing | SQL
Email Marketing | Web Design | Domain Management
Search Engine Optimization | Search Engine Marketing
Adobe Creative Cloud | Public Speaking | Blog Writing
Broadcast Journalism | Data Analysis | Wordpress