

Adam Garcia

📍 Lubbock, Tx  www.southtownproductions.com

Professional Summary

Vision-driven marketing executive with over a decade of experience leading cross-functional teams, scaling digital strategies, and producing multimedia content that drives engagement, awareness, and growth. As Senior Director of Marketing & Communications at Texas Tech University's College of Engineering, I've led a full rebrand, executed data-driven campaigns that boosted website traffic by over 5,000%, and overseen video, web, social, and design strategies that connect with diverse audiences. I also bring entrepreneurial insight as the founder of South Town Productions, delivering commercial video and branding solutions to nonprofits and businesses. Creative at heart, analytical by nature, and deeply committed to audience-centric storytelling.

Skills

- ✓ Digital Marketing Strategy
- ✓ Video Production & Editing
- ✓ Leadership & Team Management
- ✓ Brand Storytelling
- ✓ Graphic Design
- ✓ Cross-Functional Collaboration
- ✓ Content Marketing
- ✓ Website Management
- ✓ SEO & Website Analytics
- ✓ Social Media Management

Professional Experience

Senior Director of Marketing & Communications, Edward E. Whitacre Jr. College of Engineering, Texas Tech University 02/2023 - Present

- Lead the strategic marketing and communications efforts for one of Texas Tech's largest colleges, serving over 5,000 students and multiple departments.
- Spearheaded a complete website redesign and SEO strategy that resulted in a 5,042% increase in monthly traffic and improved engagement across key user journeys.
- Manage and mentor a cross-functional creative team responsible for video, social media, graphic design, and editorial content.
- Oversee brand positioning and storytelling efforts across owned and earned channels, ensuring message consistency while highlighting innovation, diversity, and academic excellence.
- Collaborate with executive leadership, academic departments, and central university marketing to align college goals with broader institutional initiatives.
- Implement data-informed content strategies to boost student recruitment, donor engagement, and public visibility.

Director, South Town Productions 06/2012 - Present

- Establish and manage freelance video production business that also provides other services like graphic design, animations, website creation, audio engineering, and filming to assist companies in branding.
- Offers consulting for companies who are needing creative direction but can't afford a full-time employee or a contracted expert.
- Develop advertising content for various media, including catalogs, menus, business cards, flyers, posters, t-shirts, banners, and video assets to ensure brand awareness of targeted audience.
- Conceptualize logo designs, animations, videos, websites, and social media channels to promote product brands.

Vice Chair of Partnerships, Lubbock Latino Chamber of Commerce 08/2022 - 02/2023

- Organized communication efforts through social media, press releases and email.
- Develop advertising content for various media outlets to ensure brand awareness of targeted audience.
- Developed an updated website that is user friendly and professional.
- Maintained branding specifications to enhance company's public image and growth.
- Establish and maintain partnerships to help foster economic growth within Lubbock and the surrounding areas.
- Effectively maintain relationships between the brand and its members through various communication channels.

Assistant to VP of Marketing & Communications, Better Business Bureau of the South Plains 05/2021 - 12/2021

- Created and edited marketing and communications materials for the Better Business Bureau.
- Assisted the vice president with planning and executing marketing and communications strategies.
- Managed the vice president's calendar and schedule.
- Developed and coordinated materials for trade shows and conferences.
- Wrote and edited press releases, website content, and e-newsletters.
- Implemented and managed social media campaigns.
- Conducted market research and analyzed data to develop insights and recommendations.
- Provided administrative support to the Vice President, President, salesman, and clerical staff.

Education

Bachelor of Science in Digital Cinematography, Full Sail University. GPA: 3.8, 2021

Master of Science in Digital Marketing, Full Sail University, GPA: 3.9, 2023