

Ericka Garcia

Brand Manager & Creative Director

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helloericka.com

SKILLS

Brand Copywriting

Brand Positioning

Brand Storytelling

Audience Definition & Journey Mapping

Market & Competitive Analysis

Creative Concept Development

Brand Identity Design

Project & Team Management

SOFTWARE & LANGUAGES

Adobe Creative Suite

HTML5 and CSS

WordPress

Google Analytics

Bilingual (Spanish and English)

EDUCATION

SCHOOL OF VISUAL ARTS

MPS in Branding

July 2019

Studied brand strategies through a multi-disciplinary approach and developed an understanding of brand development life cycles, anthropology, statistics, behavioral psychology, and persuasion. Presented brand strategies to the YouTube, Peloton, and VaynerMedia marketing teams.

MIAMI INTERNATIONAL UNIVERSITY
OF ART & DESIGN

BFA in Graphic & Web Design

September 2017

Studied graphic and web design, developing a deep understanding of print and digital communications. Explored custom typography design and motion graphic applications. Created custom packaging and hand-bounded brand guides.

EXPERIENCE

TOP AGENCY

March 2023 — Present

Brand Manager

Manage client relationships, promote collaboration, and effective delegation. Foster growth, optimize workloads, and motivate the team. Plan and conduct market research, distill insights, and copwrite for brands across different industries. Design and direct brand identities and supporting brand assets inspired by Central Unified Ideas and Manifestos.

TOP AGENCY

October 2022 — March 2023

Brand Strategist & Creative Copywriter

&WALSH

February 2022 — October 2022

Brand Strategy Intern

Conducted market, audience, and competitive research to identify actionable human-centered insights. Collaborated in the development of brand strategies and supporting brand guidelines. Translated brand concepts into strategic copy for brand statements, taglines, manifestos, and ad campaigns. Assisted the team with creative concept ideation for brand identities, TVCs, and social media.

CREATIVE GRADIENT

Summer 2014 — Present

Freelance Brand Strategist & Designer

Guide clients through discovery processes and help distill the essence of their brands. Develop concepts and present strategies based on uncovered insights. Design brand identities and collateral to support brand strategies.

GREEN DOT ADVERTISING

July 2017 — February 2022

Lead Graphic Designer

Managed numerous client accounts, helped evolve company culture, and encouraged the team to adopt modern web development practices. Work included social media content, brand identities, website design, packaging design, and merchandise design.

ADN BRANDING

June — August 2014

Strategy Department Intern

Conducted market research, helped develop brand philosophies, and designed client deck presentations to support brand storytelling.