

# Ricky Garcia

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## Objective

An employment opportunity in Broadcast Journalism or a related field to grow personally and professionally.

## Experience

### ABQtodo.com - Local/Travel Website

June 2015 - Present

Social Media and Website Content Manager

Albuquerque, NM

- Manage and monitor incoming data to ensure accuracy, appropriateness and quality.
- Create, edit, and publish engaging content.
- Collaborate with marketing and design teams to plan and develop site content, style and layout ensuring brand consistency.
- Develop visual graphic designs for website and social media use.
- Appear in community outreach as the face of ABQtodo on local television stations and social media.
- Use content management systems to analyze website traffic and users engagement metrics.
- Manage content distribution to online channels and social media platforms to increase web traffic.
- Optimize content according to SEO through Wordpress.
- Stay up-to-date with developments and trends to generate new ideas to draw audience's attention.
- Plan, create, collect and curate content for social media platforms (Facebook, Twitter, Instagram, Snapchat & Pinterest)
- Provide content that includes text, photos and video about exhibits, events and programs in the community.

### Albertsons - Market

July 2011 - March 2017

Courtesy Clerk - Customer Service

Albuquerque, NM

- Provided customers with the highest level of quality service during their shopping experience.
- Responsibilities included answering phones, bagging groceries, assisting customers and occasionally working in the bakery and floral department.
- Worked with a team of employees from all ages, backgrounds, and work styles.
- Acquired problem solving skills and the ability to work under pressure.

## Education

**University of New Mexico**

**August 2013 - Present**

Graduating in May 2017 with a Bachelor's in Journalism and Mass Communication with a minor in Linguistics.

- Coursework: English 101, English 102, Public Speaking, Media Writing, Multimedia and Visual Communication, Writing and Editing for Multimedia, Media Criticism, History of Media, Media Ethics and Law, Media Theory and Research, Broadcast News, Intermediate Reporting, Media Theories, Photojournalism and Advanced Multimedia Journalism.

**Cibola High School**

**May 2013**

In 2013, graduated with a diploma and a GPA of 3.8.

## Skills

Tech. Skills:

- Proficient on PC and Mac operating systems.
- Apple and Android devices.
- DSLR cameras and video devices.
- Knowledgeable and proficient on Nikon DSRL cameras with proficiency in manual and automatic settings.
- Ability to import photos while them organized and edited cohesively.
- Proficient in Adobe; Photoshop, Premiere, Bridge, and Lightroom.
- Proficient in Mac: iPhoto, iMovie.
- PC: Word, PowerPoint, Excel.

Social Skills:

- Communication: ability to write, speak and listen.
- Creativity: ability to think outside the box and create a professional body of work no matter the assignment.
- Teamwork: ability to work with others and help create a safe and friendly environment to work together.
- Attitude: Always with an ambitious positive attitude, setting goals and sticking to them.
- Self-motivated: ability to work with little to no supervision. Independent worker with the ability to motivate push to new heights.
- Social Media: Facebook, Twitter, Instagram, Snapchat, Tumblr, Pinterest, YouTube, and SoundCloud.

Writing Skills:

- AP Style
- Proofreading and editing
- Research and fact-checking
- Multimedia reporting, news writing, blog writing, review writing and social media post writing.

Language: English

Flexibility: ability to easily fit into any situation and group with any work schedule and conditions.