

# RYAN A. GARCIA

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## Portfolio

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## EXPERIENCE

### **Content Specialist, Emerson; Round Rock, Texas — 2016–Present**

Developed internal communications for the Office of the Chief Executive while serving as principal writer on corporate culture team for Human Resources.

Responsible for production and creative direction of promotional/onboarding/recruitment videos featuring company executives.

Created strategic product messaging and integrated messaging with marketing and media relations strategies to promote Emerson's solutions.

Counseled internal stakeholders such as program managers, content specialists and sales professionals on the development of compelling communications tactics to support strategic programs.

Served as lead content developer for Platform Marketing, Digital Transformation and Process Systems and Solutions, applying writing, editing, research and interviewing skills to produce external-facing copy for web pages, social media, long-form written content, customer stories, video scripts and news releases.

Worked with marketing leaders to develop and/or ghostwrite clear, effective communications that inform and engage internal audiences.

Assessed communications effectiveness of designated webpages, leveraging web analytics to monitor KPIs related to activity and engagement, and guided website enhancements based on findings.

Collaborated with diverse, global teams in various disciplines, including marketing communications, product management, sales enablement and technical subject matter experts.

Drove increased market awareness and brand reputation for Plantweb Optics by partnering with public relations team to edit and develop relevant content for sourced media opportunities including executive interview guides, award submissions and analyst briefs.

### **Communications Manager, Department of Biomedical Engineering. Texas A&M University; College Station, Texas — 2012–2016**

Developed strategic marketing and communications plan for department.

Responsible for writing and pitching stories on faculty research to national media.

Implemented and managed new content management system for department website.

Managed team responsible for developing website for the Center for Remote Health Technologies & Systems.

Collaborated with professional videographer to produce videos for department and specific design programs.

Developed department magazine, responsible for written content, design and photography.

**Communications Manager, Department of Chemical Engineering. Texas A&M University; College Station, Texas — 2007–2012**

Developed department's first communications plan.

Responsible for writing and pitching stories on faculty research to national media.

Conceived initial website design and maintained site content.

Developed department magazine, responsible for written content, design and photography. Coordinated national distribution.

Speechwriting duties for department's special events.

**Team Writer, Tampa Bay Buccaneers. National Football League; Tampa, Florida — 2006–2007**

Developed and wrote daily content for team website and weekly magazine.

Conceptualized storyboards and wrote video scripts for weekly website matchup introductions (hype videos).

Developing and maintained relationships with Buccaneers players and coaching staff, traveling with team and assisting media relations department.

Supervised fan-relations unit at 2007 FanFest and managed accommodations for participating players.

**Assistant Director, Marketing & Communications. Texas A&M University; College Station, Texas — 2000–2006**

Served as chief speechwriter for Texas A&M President Robert M. Gates.

Communications liaison to the Colleges of Liberal Arts, Architecture and the George Bush School of Government and Public Service and all related centers and institutes.

Responsible for writing and pitching stories on faculty research to national media.

Researched and wrote web report that established basis for new Texas A&M website.

Assisted in developing institution's first crisis communications manual.

**EDUCATION**

**Texas A&M University. College Station, Texas. — Bachelor of Science in Journalism, *cum laude*, 1999.**