

Anthony Garcia

Marketing Graphic Designer



In-Situ

Web & Graphic Designer | February 2023 - Present

As a key member of the Marketing Communications team, I lead website projects from kickoff to completion, ensuring they meet UI and ADA standards. Additionally, I oversee all advertising and marketing campaign creative in collaboration with the rest of the MarComm team.

Salesforce

Graphic Designer | August 2021 - January 2023

As part of the Creative Industries Marketing team, I helped lead advertising and marketing efforts, working closely with program managers, creative directors, and sales teams to ensure alignment on campaigns for Salesforce products and industries.

OTM - Old Town Media

Video Producer & Graphic Designer | June 2018 - August 2021

I contributed to the development of the company's video service offering while also serving as a designer, creating marketing and campaign materials for clients in the medical, master-planned community, and automotive markets.

iHeartMedia

Graphic Designer | June 2015 - May 2018

I managed all creative aspects of campaigns and advertising efforts across our ten radio stations, collaborating closely with program directors and sales associates to ensure alignment and success.

Contact Information

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CliftonStrengths 5

1. Strategic
2. Arranger
3. Positivity
4. Achiever
5. Self-Assurance

Certifications

[UX Design 2023 Coursera](#)

[Project Management 2024 Coursera](#)

Skills

Visual Brand Development
Project Mangement
Scalable Design
People Developement

Tools

Canva
Adobe CC
Figma
Ai Tools
Project Mangement Tools

Leadership Autobiography

I'm a positive and intentional leader who helps teams thrive through systems thinking and a focus on personal growth. With a servant's heart, I believe the best leadership is what we do for others. I'm an integrator who loves bringing ideas to life and helping others bring their dreams to life too.

Leadership Stand

I lead with purpose, clarity, and a servant's heart. I believe leadership is about believing in people, challenging them to grow, and helping them become who they are meant to be. I build trust through deep listening, create systems that empower others, and show up with grace, courage, and consistency.

Vision

I lead to grow people and push the boundaries of what teams can achieve. Growth is a choice, and I choose it daily for myself and others. I lead with grace, compassion, and a timely push when needed. True leadership builds a legacy that outlasts you, preparing others to rise and carry the baton forward with confidence.

Legacy

I want to be remembered as someone who cared deeply, listened well, and challenged others to grow beyond what they thought was possible. I want people to know they had someone in their corner who believed in them and saw their potential. Above all, I hope they remember that I led with a servant's heart, choosing humility, compassion, and purpose over ego.

Defining Moments

Choosing to Step Away and Rediscover Myself: In 2021, I made the difficult decision to leave everything familiar, including the best job I had ever had. I was emotionally lost and knew I needed to focus on healing. That season became a personal turning point as I reconnected with my faith and began facing the childhood trauma I had long buried. Walking away was not easy, but it brought clarity, peace, and a renewed sense of purpose. Most importantly, it led me to the life I have now, rooted in healing, self-awareness, and shared with my best friend and wife.

Embracing Digital Minimalism: Switching to the Light Phone: In 2024, I intentionally stepped away from my smartphone and left social media behind. Even without the apps, I found myself constantly checking my phone—distracted and disconnected. My wife and I switched to the Light Phone, a minimalist device for calls and texts only. Letting go helped me realign my habits with my values. I now feel more focused, present, and at peace—not just because of less tech, but because of more space for what truly matters.

Personal Core Values

I believe in **Purposeful Time Stewardship**, using my time wisely, focusing on what matters most, and protecting rest as a vital part of a balanced and intentional life.

I live with **Intentionality**, staying present and making choices that align with my values and long-term vision, refusing to live on autopilot.

I pursue **Continuous Growth**, taking full ownership of my development and striving to become one percent better each day.

And I lead with **Unconditional Grace**, extending the same forgiveness and compassion to others that I have been freely given.

Quotes

Nobody cares how much you know until they know how much you care.
- Theodore Roosevelt