

# Adialis Garcia

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## EDUCATION

### **Florida International University**

*Master of Science in Marketing*

### **Nova Southeastern University**

*Bachelor of Science in Psychology*

**Miami, FL**

June 2023

**Ft Lauderdale, FL**

May 2021

## EXPERIENCE

### **Miami HEAT**

*A-Team Captain of Corporate Partnerships*

Miami, FL

November 2022 – Present

- Collaborated with other captains to streamline the onboarding process and train new members.
- Crafted and executed comprehensive guides and business plans to enhance arena experiences for employees and fans, in high stress environments such as the NBA Finals.
- Provide support to A-Team leads for fan and corporate partner engagement, including coordinating pregame events in the 601 event space in collaboration with the group sales team.

*Digital Fan Experience Expert (A-Team)*

February 2022 – Present

- Generated strategic end-of-night reports to provide valuable feedback and enhance the digital fan experience for future events.
- Served as a highly visible expert on the Miami HEAT app and Ticketmaster, engaging with fans and proactively resolving any issues.

### **TheatreGeekin**

*Social Media Coordinator*

Miami, FL

October 2021 – December 2022

- Created engaging, vertical cell phone video for use on IG story, reels and TikTok.
- Created original media posts, incorporating current trends, to effectively promote apparel and engage the target audience.
- Redesigned the shop's logo and developed captivating apparel graphics to support successful rebranding efforts.

### **Estudio Tucan**

*Contract Marketing Specialist*

Miami, FL

August 2022 – October 2022

- Collaborated with the company to define goals, target audience, and marketing budget, establishing a clear vision.
- Developed a comprehensive marketing plan, including SWOT analysis, competitive landscape analysis, and execution calendar, to effectively target future goals.

### **Forever Love Puppies**

*Social Content Coordinator*

Pembroke Pines, FL

January 2021 – July 2021

- Planned and executed engaging vertical videos by developing creative concepts, storyboarding, and staying on top of trends, optimizing content for platforms such as TikTok.
- Assisted in photographing puppies for promotional materials and online platforms, creating visually appealing images to attract the correct target audiences.

### **NSU Psychology Club**

*Social Media Chair*

Ft Lauderdale, FL

August 2019 – May 2020

- Administered and managed the Psychology Club's Instagram account, consistently posting engaging and informative content to promote club activities, events, and resources.
- Crafted concise and informative emails, providing event updates, logistical information, and relevant resources to club members in a timely manner.

## SKILLS

Social Media Platforms: TikTok, Instagram, Twitter, YouTube, Snapchat

Video Editing Software: Adobe Premiere, Premiere Pro, After Effects

Graphic Design: Adobe Photoshop, Adobe Creative Suite

Photography: Proficient in capturing high-quality visuals and composing engaging shots

Videography: Skilled in filming and editing videos to create compelling and dynamic content

Proficient in Microsoft 360, Tableau, WordPress

Bilingual: Fluent in English and Spanish

