

CURRICULUM VITAE

Eli Garcia

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Education

Master of Arts in Communication

The University of Texas at El Paso, July 2004

Thesis: The Effects of Cultural Values on International Advertising Effectiveness: A Study of Sex Appeals in Fashion Advertising

Thesis Committee: Kenneth C.C. Yang, Ph.D., Patricia Witherspoon, Ph.D., John Hadjimarcou Ph. D.

Master of Business Administration,

The University of Texas at El Paso, December 1999

Bachelor of Business Administration, Major Marketing

The University of Texas at El Paso, July 1997

Professional Experience

Fall 2019-Fall 2016

**Senior Lecturer Public Relations/Corporate Communication
& Undergraduate Academic Advisor**

Department of Communication

The University of Texas at El Paso (UTEP)

Responsibilities include:

- Designing and lecturing courses (all levels) in the areas of Public Relations, Organizational & Corporate Communication, Mass Media Studies and Branding
- Advising departmental majors (around 760 students) as well as incoming and transfer students in all academic related issues
- Serving as the faculty advisor for the *Future Leaders in Public Relations* (FLPR) student organization
- Representing and promoting the academic department at promotional and recruitment fairs (ranging from 50-1500 attendees)
- Working with department faculty on curriculum issues
- Serving on department, college and university committees
- Collaborating in conference and guest speaker event organization and promotion

Spring 2017-Fall 2018

Senior Lecturer & Director of Special Programs

Department of Communication

The University of Texas at El Paso (UTEP)

Responsibilities include all mentioned in previous section plus:

- Overseeing all departmental Undergraduate Academic Advising activities for all academic majors and minors:
 - 5 Academic Majors:
 - Multimedia Journalism
 - Digital media Production
 - Media Advertising
 - Organizational and Corporate Communication
 - Communication Studies

2 Academic Minors:

- Film
- Communication Studies

- Department of Communication Internship Coordinator:
 - Building relationships with diverse community organizations, businesses and nonprofits to identify potential internship opportunity placement
 - Advising and mentoring students in their internship application process
 - Mentoring students on writing cover letters/resumes and developing strong interviewing skills
 - Overseeing student internship progress and experience

- Department of Communication Online Programs Liaison:
 - Collaborating in the evaluation of course offerings
 - Collaborating in the recruitment and training of online faculty
 - Collaborating in the scheduling of “production carousels”
 - Scheduling all online course offerings
 - Supporting academic advising efforts for university connect students
 - Developing and teaching courses for the Organizational and Corporate Communication online sequence

- RARE-UTEP Partnership and MA in Communication Program Coordinator:

The UTEP-RARE program is a partnership between UTEP Communication faculty and RARE, a conservation organization, based in Arlington, Virginia, U.S.A. Through this program, communication scholarship and research is developed and students from different cohorts around the world earn master’s degrees in communication studies. During my time working in this initiative, the RARE program has had several international sites and graduate student cohorts to include :

- **Indonesia**
- **Philippines**
- **Brazil**
- **Mozambique**
- **Colombia**
- **Mexico**

Responsibilities include:

- **MA program admissions support :** Ensure all proper documentation, translations, etc. are submitted to UTEP Graduate School in a timely matter; as well as solving any problems/issues along the admissions process
- **Course Scheduling:** Analyze cohort degree programs as well as university phases, and schedule course offerings according to master plan.
- **Grading:** Ensure all grades are timely submitted from RARE staff to UTEP faculty and posted on Goldmine according to UTEP scheduling requirements.
- **Technology:** Support faculty with all related requests to technology (Goldmine. Library, etc.)
- **Graduation:** Support all Graduate School efforts involved in the graduation process, as well as ensuring RARE students receive conferral letters, transcripts and diplomas in a timely matter
- **International site visits:**
 - Assess the international site facilities (university campus, classroom, library, etc.) instruction quality, and overall site operation
 - Explore any future research & graduate internship opportunities
 - Build & strengthen relationships with international university sites
 - Create site visit assessment report as part of SACSSOC compliance requirements
- **Travel:** Support all activities related to UTEP faculty onsite visits, as well coordinating

- RARE students' visit to UTEP campus.
- **Accreditation:** Support all SACSCOC accreditation activities, including international site visits, collection and documentation of data
- **Miscellaneous:** Help resolve any problems/issues that might take place at any point in the process.

Spring 2019-Present

Associate Professor of Practice & Director of Special Programs

Department of Communication

The University of Texas at El Paso (UTEP))

Responsibilities **include all mentioned in previous sections** plus:

- Strengthening UTEP's Edge philosophy into PR course offerings, by incorporating meaningful **high impact practical activities including:**
 - Experiential learning opportunities
 - Interaction with PR practitioners
 - Complementing theory course offerings components, with opportunities to develop practical knowledge/techniques required for PR and industry related jobs.
- Department of Communication broader general support and troubleshooting:
 - Providing academic and administrative support for diverse departmental activities & programs (scheduling, departmental committees, departmental and campus service activities, etc.)

Course Teaching Portfolio:

Upper Division:

COMM 3320 Writing for Public Relations
 COMM 3321 Public Relations
 COMM 3322 Communication and Conflict
 COMM 3323 Communication and Organizational Leadership
 COMM 3355 Organizational Communication
 COMM 4300 Communication Internship
 COMM 4323 Case Studies in Public Relations
 COMM 4350 Creating and Communicating Brand Identity (Selected Topic)
 COMM 4350 International Public Relations (Selected Topic)

Lower Division

COMM 2352 Persuasion and Social Influence
 COMM 2372 Mass Media and Society
 COMM 2373 Intermediate Multi-Media Writing
 COMM 2372 Writing for the Mass Media

Graduate Level:

COMM 5350 Directed Study
 BUSN 5335 Strategic Corporate Communication and Reputation Management
 BUSN 5302 Corporate Communications

Industry Experience

Head of Marketing Planning (April 2005-July 2009)

Grupo YVASA

(Construction/Media/Sports)

Residential/Construction Division

Cd. Juarez, Chih, Mexico

In charge of all marketing research, planning and promotional strategies involved in the launching of 15 master planned housing development projects (ranging from upper scale to low income housing) during a 4 year period, resulting in the sales of approximately 1500 housing units per year and positioning the company as one of the top 20 housing/construction corporations in the Mexican market.

In charge of teams in the areas of:

**Market Research & Development*

**Creative & Design*

**Public Relations, Advertising & Branding*

** Marketing Operations*

Range of responsibilities included:

Market Research & Market Development

- Lead all efforts involved in gathering market data (consumer behavior, competition, pricing, industry trends, etc.) to support strategic business planning (market development, pricing strategies, corporate communication & promotional strategies)
- Identified & lead market expansion efforts, resulting in the opening of commercial branches in diverse Mexican markets such as: Chihuahua city, Torreon, and a satellite administrative office in Guadalajara
- In charge of all marketing research efforts in analyzing the 20 most important touristic Mexican destinations to explore expansion opportunities in the Vacation Home/ Retirement Master Planned Communities sector targeting the Mexican, Canadian and American baby-boomer market.
- Launched 15 housing development projects during a 4-year period, resulting in the sales of approximately 1500 housing units per year.

Product Design

- Worked along with Project Engineering and Finance (**product design, pricing, profitability analysis**) to develop products (master planned housing communities) that met company's growth and profit goals

Public Relations, Advertising & Branding

- Designed and managed (from conceptualization and production to implementation) all Branding, Advertising and Public Relations campaigns (**Print, TV, Radio, Cinema, Web, Trade Show, Point of Sale, Brochureware, Promotional Events, Sponsorships, Retail Design, Home Staging**, etc.) aimed at positioning the company's products in the market
- Increased company's brand recognition by 30% in main market, and 10 % in new markets during the first year, and maintained an average growth of 5% in main market and 7% in new markets, which resulted in an increase of 40% sales volume for the 4-year period
- Managed all corporate communication and public relations programs (**Community Relations, Media Relations, Employee Relations, Crisis Management**)
- Oversaw all efforts related to recruiting, training and developing a regional sales force of approximately 140 sales representatives
- Supported all efforts (research, corporate identity design, branding) in launching and operating the "Club de Futbol Indios de Cd. Juarez", Professional League Soccer club.

Additional International Academic Experience

Advertising/ International Business Professor (Jan 1998-May 2004)

Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM)

College of Business Administration

Cd. Juarez, Chih, MX

Courses taught:

- Advertising
- Analysis of International Competitiveness
- Graphic Design
- Doing Business Abroad
- Organizational Leadership
- Responsible for designing and lecturing courses in the areas of International Business and Advertising

- Responsible for the planning and organizing student advertising, graphic design and marketing fairs
- Responsible for coordinating advertising and public relations campaigns for local clients as part of course curriculum learning projects

Intellectual Capital Development Activities

Category: Service on Committees

March 2019-Present

Branding/ Marketing Communications

Advisory Committee

Advise on branding, digital marketing and overall marketing communications for the launching of the *Federacion Mexicana de Socca* and *Socca* (a new version of small sided soccer) in the Mexican market.

Federacion Mexicana de Socca

(Mexican SOCCA Federation)

Cd. Juarez & Guadalajara, Mexico

March 2019-Present

Branding/Strategic Marketing

Advisory Committee

Advise organization on branding, market development and digital marketing strategies for the launch and expansion of the Leisure Leagues franchise in Mexico, as well as the development of regional socca leagues.

Leisure Leagues Mexico

Cd. Juarez & Guadalajara, Mexico

November 2017-Present

Strategic Planning Advisory Committee

Advise on diverse corporate initiatives involving marketing research, strategic marketing planning, strategic communication, product development, pricing and new market development for the construction and housing division of the company.

Grupo YVASA

Cd. Juarez, Hermosillo, Mexicali and

Guadalajara, Mexico

May 2015- May 2016

Communications Committee

Member of the communications committee. Advised on strategic marketing campaign development and management, marketing research, branding and general promotional techniques.

FEMAP

Cd. Juarez Mexico/ El Paso Texas

January 2012-2016

Member of the Board

Served as member of the board of directors for PRSW functioning as the academic liaison between PR professionals and the university community and as chair of the scholarship committee.

The scholarship committee identifies and awards scholarships to outstanding public relations college students in the southwest region.

**Public Relations Association of the Southwest
(PRSW)**

El Paso, TX

March 2010-Present

Selection Committee Member

Served as member of UTEP's Department of Communication selection committee for the Scripps Howard summer internships and the Annette Rainville Memorial Scholarship. Both scholarships provide stipends for communication students to complete a summer internship in a professional online newsroom anywhere in the U.S.

**Scripps Howard Scholarship & Annette Rainville
Memorial Scholarship**

Department of Communication

The University of Texas at El Paso

El Paso, TX

Jan 2008- August 2009

Marketing Advisory Committee

Served as member of the Marketing Advisory Committee for the "*Club de Futbol Indios*" Mexican 1st Division Professional Soccer Club. Advised Club owners and top management on Branding and Marketing

Club de Futbol Indios

Cd. Juarez, MX

best practices covering areas such as *Market Research, Brand Identity, Advertising and Promotion, Sales Management, Consumer Relations, and Internal Communication*. Supported the organizational restructure of the entire commercial department (sales, marketing, and public relations).

July 2007-July 2009

Corporate Image and Marketing

Communication Advisory Committee

GEXIQ SA de CV

Cd. Juarez, MX

Advised top management on several issues related to the re-branding of their organization's corporate image (Urban Development Industry). Offered guidance on issues related to the re-definition of branding messages for both internal and external audiences and visual conceptualization of the organization's brand image for diverse promotional/commercial goals.

Category: Professional Lectures/Presentations

November 2019

**Public Relations Association of the Southwest
(PRSW)**

Presented the lecture: "Effective PR & Communications in Moments of Crisis". Analyzed diverse theories of crisis communication and their practical application through a series of contemporary case studies.

November 2018

**Public Relations Association of the Southwest
(PRSW)**

Presented the lecture: "From Theory to Practice". Discussed several classical theories of mass media and applied these theories to diverse contemporary social media and corporate communication scenarios.

November 2017

**Public Relations Association of the Southwest
(PRSW)**

Presented the lecture: "Branding Best Practices". Analyzed several branding principles and techniques from diverse industries. Discussed practical applications.

May 2013

**DECA Employer/Employee Appreciation Banquet
Americas High School
El Paso, Texas**

Presented the Lecture "Career Opportunities and Trends in the Marketing field", highlighting career opportunities and challenges in the field of marketing to Americas High School DECA graduating seniors. DECA is an association of top high school marketing students who are also members of the workforce and

November 2012

Faculty Judge

**PUENTES Program
The University of Texas at El Paso
El Paso, TX**

Served as Faculty Judge for the oral presentations section of the *PUENTES Program 2012 Research Expo*; an event aimed at showcasing graduate students research projects and preparing them for future conference presentations.

September 2012

Guest Lecturer

**Master of Leadership Studies
The University of Texas at El Paso
El Paso, TX**

Presented the lecture "Media Relations: Understanding the impact of the media in your organization " as part of the material covered in the course *MLS 5331: Leadership Communications* from the *Master of Leadership Studies* degree at The University of Texas at El Paso.

May 2012

Governor's Small Business Forum

Guest Panelist

**El Paso Hispanic Chamber of Commerce
El Paso, TX**

Served as guest panelist in the marketing seminar entitled “Marketing Mixture-Is Yours All Mixed Up?” at the 2012 Governor’s Small Business Forum, a joint effort from The Texas Governor’s Office, Texas Workforce Commission and The El Paso Hispanic Chamber of Commerce. Advised small business owners on diverse business topics including *effective budget management, media planning and promotional branding strategies*.

November 2011

Guest Speaker

Public Relations Association of the Southwest

El Paso, TX

Presented the lecture: “ PR Best Practices”, which consisted of a critical analysis of several crisis communication and public relations case studies. Discussed both successful and unsuccessful strategies and offered practical applications for diverse organizational settings.