

# Kaden Garcia

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## PROFESSIONAL SUMMARY

Creative strategist and multidisciplinary designer with experience in startup and agency environments. Skilled in brand storytelling, content development, and video production. Strong collaborator with experience working cross-functionally with engineering, leadership, and external partners.

## SKILLS

Creative Strategy  
Brand Storytelling  
Campaign Development  
Motion Graphics (Adobe After Effects, Motion, Premiere)  
Digital Design (Photoshop, Illustrator)  
Video Production  
Presentation Design  
Cross-Functional Collaboration  
Team Leadership (directing shoots, supervising creatives)

## PROFESSIONAL EXPERIENCE

**Anchovy** — Creative Lead (Promoted from Marketing Coordinator and Creative Intern)

*June 2024 – September 2025*

- Led creative development for influencer campaigns, nonprofit collaborations, and product-focused video content across social, email, and in-app channels.
- Contributed to brand identity, messaging, and visual strategy post-launch, supporting user growth from 200 to 3,400+ in 15 months.
- Produced motion graphics, marketing videos, onboarding content, and visual assets for product launches and partner activations.
- Developed pitch decks and presentation materials used for product demos and partnership outreach.
- Directed video shoots, coordinated external creatives, and ensured brand consistency across deliverables.
- Collaborated with engineering, founders, and partner organizations to align creative output with product and marketing needs.

**Pixel Bakery Design Studio** — Studio Manager

*September 2023 – May 2024*

- Supported the Associate Creative Director with creative strategy, collaborating with designers on campaigns across CPG, beauty, and local business clients.
- Aided in producing internal social content and coordinating calls with potential clients.
- Managed day-to-day operations, scheduling, and inventory of production gear.

**Starbucks** — Supervisor and Barista Trainer

*December 2019 – September 2023*

- Led shift operations and trained new baristas while maintaining customer experience standards. Awarded Partner of the Quarter. (July 2023)

## EDUCATION

**University of Nebraska–Lincoln**

Bachelor of Fine Arts, Emerging Media Arts

2024