

Kaden Garcia

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Professional Summary

Creative strategist and storyteller with experience in startup and agency environments. Skilled in brand voice development, video production, campaign design, and cross-functional collaboration. Proven ability to lead creative teams, launch marketing campaigns, and contribute to user growth.

Skills

- Creative Strategy
- Brand Storytelling
- Marketing Campaign Development
- Video Production & Motion Graphics (Adobe After Effects, Premiere)
- Digital Design (Photoshop, Illustrator)
- Leadership & Team Direction (hiring, supervising, directing shoots)

Professional Experience

Anchovy — Creative Lead | May 2025 – Sept 2025

- Shaped brand identity and voice post-launch, contributing to user growth from 200 to 3,400+ in 15 months.
- Directed creative campaigns, including influencer partnerships, nonprofit collaborations, and a marketing video production.
- Collaborated with engineers, leadership, and external partners to produce marketing materials and a video-format pitch deck.

Anchovy — Marketing Coordinator | Jan 2025 – Apr 2025

- Coordinated campaign planning during a key growth phase, supporting partnerships and early influencer activations.
- Designed marketing materials and event swag in collaboration with local nonprofit partners.

Anchovy — Creative Intern | June 2024 – Dec 2024

- Produced early video tutorials and marketing assets to support app launch and onboarding.
- Assisted in campaign development with external partners, laying groundwork for influencer and nonprofit collaborations.

Pixel Bakery Design Studio — Studio Manager | Sept 2023 – May 2024

- Partnered with senior creatives on design and strategy while managing daily studio operations.
- Supported the Associate Creative Director across multiple client projects including local businesses, CPG clients, and national beauty brands.

Nebraska Repertory Theatre — Projection Design Lead | Nov 2023 – May 2024

- Directed a small animation team to design and install projection mapping for a repertory theatre musical.

Education

University of Nebraska–Lincoln — BFA, Emerging Media Arts, 2024
Carson Center for Emerging Media Arts