

RICHARD A. GARCIA, Media Strategist **Community Connections, LLC**

EDUCATION/PROFESSIONAL REGISTRATION

B.A., English Literature and Philosophy
University of Southern California, Los Angeles
Juris Doctorate, USC Law, Los Angeles
Master's Level Certificate in Public Relations Leadership, CORO Executive Fellow, Los Angeles
Licensed Real Estate Professional, California Department of Real Estate

Experience (short version)

- Over 20+ years of experience creating and executing strategic outreach campaigns, marketing, public relations and government affairs planning.
- Proven track record of public engagement and brand exposure with corporate and nonprofit messaging in Latino and diverse communities.

Richard's experience stretches more than two decades in the media, public and government relations arenas. As lead strategist, Mr. Garcia consults with Fortune 500 corporations, state, and national nonprofit organizations in maximizing policy efforts, brand exposure, and targeted messaging. Focus areas, and areas of expertise, include education reform, small and mid-size business development, public engagement strategies, nonprofit brand building, infrastructure development, media relations and training, and public outreach campaigns. Mr. Garcia's is recognized as an expert in public relations/public advocacy specializing in brand management, social media strategies, and government relations. Richard is a former press secretary and communications director with the California State Legislature (Assembly and Senate) who began his career as a California State registered lobbyist working on education, nonprofit access, and small/mid-sized business issues. Richard has led several high-profile media campaigns on behalf of major companies, state/national nonprofits, and various government agencies. Richard regularly lectures C-Level groups, nonprofit leaders, and business



organizations on social media while providing media and crisis management trainings. He is a founding member of the Los Angeles Latino Business Chamber of Commerce, a member of the Public Relations Society of America (PRSA) Los Angeles Chapter, and the Hispanic Public Relations Association (HPRA) Los Angeles.

Long Beach City College District | Long Beach, CA

Mr. Garcia is responsible for the design, implementation and maintenance of student enrollment efforts utilizing traditional and new media platforms, creation of videos and advertising on social and traditional marketing outlets including billboards, television, and radio advertisements. In addition to the academic outreach efforts, Mr. Garcia works to expand LBCCD's 10,000 Small Business program and its role as the lead in the Small Business Development Center's efforts to build economic empowerment in communities of color through training and infrastructure development of minority owned small businesses.

Annie E. Casey Foundation | Baltimore, MD

Mr. Garcia serves as the lead digital architect and government relations advocate exposing the organization's Reading by Third Grade initiative. Richard's role includes crafting messaging, translation of all outreach materials into Spanish, educating the public, business leaders and elected officials on program goals, Latino, Black and general market media outreach efforts (earned and paid media), and targeted advertising, on a national scale, advertisement on various social media platforms.

Zero to Three Foundation | Washington, D.C.

Mr. Garcia is responsible for Latino market outreach efforts to educate the public and government officials about the nonprofits national efforts to support and encourage the healthy living of babies and toddlers. Mr. Garcia crafts and translates messaging for use in Latino media markets across the country, designs and launches community fairs, press conferences and marketing materials tailored for mono-language Spanish speaking markets. And serves as the organization's liaison and spokesperson at public events and forums held in African American and Latino communities throughout the nation.