

Christian Garces

Video Editing | Graphic Design | Content Production | Web Design

Florida | +1 407-949-8468 | Authorized to work in the U.S. | Open to relocation

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PROFESSIONAL SUMMARY

Video editor, graphic designer, content producer, and web designer with more than a decade of experience across video production, cinematography, post-production, visual design, web development, and digital marketing. Leads work from planning and creative direction through editing, design, formatting, and final delivery. Experience spans commercial and branded content, documentary and music production, product photography, publications, websites, and e-commerce.

FEATURED PLATFORMS & PROJECTS

Founder / Web Developer / Digital Systems Builder | Independent Web Portfolio & Development Practice

Build Your Source Code

- Portfolio and development platform showcasing website design, SEO-ready architecture, branding, managed hosting, analytics, digital infrastructure, and growth-focused web solutions.
- Builds websites, landing pages, funnels, creator and business platforms, media integrations, and AI-assisted workflow systems for organizations and independent brands.

Founder / Editor / Platform Builder | Personal Project | 2026 - Present

TheoLogos Media

- Built and manage a Christ-centered digital knowledge library focused on biblical theology, typology, creeds, councils, canon, traditions, church history, and discipleship.
- Own the editorial architecture, platform design, content system, research workflow, publishing structure, SEO, and ongoing product development.

PROFESSIONAL EXPERIENCE

Multi-Media Producer (contract) | 2026 - Present

Boat Outfitters / Teak Isle | Central Florida

- Produce commercial video, product photography, e-commerce imagery, paid-social creative, and digital assets supporting marine-product marketing and sales.
- Manage production from planning and camera operation through editing, color, audio, graphics, formatting, revisions, and final delivery across multiple aspect ratios.
- Collaborate with marketing, content, and advertising teams while protecting product accuracy, brand consistency, and confidential internal information.
- Use modern AI-assisted creative and post-production tools where appropriate while maintaining accurate product representation.

Co-owner / Director of Video Production | January 2019 - Present

Garces Bros Studios | Orlando, FL

- Co-own the company with Bryan Garces; shot and edited Harley-Davidson and Florida Hospital productions with Bryan.
- Lead end-to-end commercial, entertainment, documentary, music, corporate, and branded-content productions from pre-production through final delivery.
- Direct cinematography, lighting, camera systems, editing, color, sound, talent coordination, schedules, equipment, and client deliverables.

- Produce campaign content for social, digital advertising, live events, and long-form distribution while maintaining long-term client relationships.

SELECTED WORK: Turn Tables - Telly Award-winning music video; Otra - music video for Wilfredo, recognized for Best Musical Performance at ICFF 2022; Road to Halftime at the Kia Center; American Lamprecht 50-Year Anniversary documentary; Gladiator School feature film. Feastables commercial for MrBeast, featured in "\$1 vs \$10,000 Commercial", produced through Garces Bros Studios in collaboration with two other production companies.

SEO Manager | Campaigns & Creative Production

Orlando Harley-Davidson

- Produced campaign graphics, video, and photography; supported SEO and audience-focused inbound content across articles, infographics, landing pages, and social media.
- Supported HubSpot campaigns with calls to action, forms, lead-nurturing workflows, and marketing analytics to connect content engagement with dealership leads.
- Contributed to website and SEO campaigns with reported year-over-year growth of approximately 29% in users, 32% in new sessions, and 12% in pageviews (2017-2018; team campaign results).

Independent Digital Media, Marketing & Technology Consultant | January 2017 - Present

Confidential / Selected Client Engagements | Orlando, FL / Remote

- Develop and execute digital strategies covering SEO, technical SEO, SEM, PPC, content marketing, social media, conversion optimization, brand development, and audience engagement.
- Design, launch, and maintain websites, landing pages, e-commerce experiences, hosting environments, databases, APIs, analytics, and lead-generation systems.
- Implement and support CRM/EMR and business platforms including HubSpot, Salesforce, NetSuite, Dentrix, and patient-management systems; develop SOPs and staff workflows.
- Lead multidisciplinary creative, marketing, technical, and operational projects; manage clients, vendors, budgets, timelines, KPIs, onboarding, and process improvement.
- Managed selected paid-media accounts with monthly advertising budgets of approximately \$50,000-\$70,000.

EMR Technician / Web Developer | January 2023 - December 2024

Spring Ridge Medical | Orlando, FL

- Directed website development, SEO, patient-facing digital systems, and online marketing initiatives supporting visibility and appointment engagement.
- Supported EMR integration, office technology, SOP development, patient-management workflows, and stakeholder coordination through site launch.

Senior Web Developer | October 2023 - August 2024

MWorks | Orlando, FL

- Worked with out-of-home media data and created videos that told the story of campaign impact, alongside web development and campaign reporting.
- Developed and managed corporate web experiences, HubSpot CRM integrations, lead funnels, landing pages, technical SEO, hosting, and conversion-focused digital campaigns.
- Conducted search audits, maintained web infrastructure, supported webinars, and delivered monthly performance reporting across SEO and lead-generation programs.

Creative Director | 2019 - 2023

Muscle Media Online | Orlando, FL

- Started as Graphic Designer / Photographer before moving into the Creative Director role in 2019.
- Credited as Creative Director in the September/October 2021 issue of Muscle Media magazine; directed publication design and editorial visual production.

- Directed visual and multimedia production for digital publications, educational materials, photography, video, print, and web experiences.
- Served as lead photographer and creative director, managing projects from concept and editorial development through production and publication.

Data Manager / Media Analyst | January 2022 - January 2023

OneScreen.AI | Remote

- Created videos that translated out-of-home media campaign data into stories about its impact.
- Supported OOH/DOOH media planning, data management, campaign analytics, inventory evaluation, audience analysis, reporting, and campaign coordination.

SELECTED ADDITIONAL BRAND EXPERIENCE

Wilfredo Music LLC - Brand Marketing / Producer | Celebration Family Physicians - Marketing & Digital Strategy | Vibrant Health - E-Commerce & Digital Marketing | Emerald Labs Store - SEO Account Manager | Windermere Dentist - Digital / Technology & Patient Systems | Windermere Smiles - Web Developer | Coastal Hyundai - PPC Account Manager | The Salt Scene in The Grove -Marketing Manager

AWARDS & ACCOMPLISHMENTS

- Telly Award - Turn Tables music-video production for Wilfredo Music.
- Otra - music video for Wilfredo; Wilfredo won Best Musical Performance at the International Christian Film & Music Festival in 2022.
- Produced the American Lamprecht 50-Year Anniversary documentary and contributed as cinematographer, editor, producer, and director of photography across independent productions.
- Digital Media Club President and event coordinator for the Greeks and Geeks Convention at Seminole State College; keynote speaker at BarCamp DeLand.

EDUCATION & CERTIFICATIONS

Business Marketing & Digital Communications - Seminole State College of Florida | Graphic Design - Seminole State College of Florida | Salesforce Certified Data Architect | Salesforce Certification | Google Analytics | Google Ads Search | Google Ads Video | Google Ads / AdWords | 3D Printing Certification | EMR Training

Adobe Certified Professional: Photoshop, Adobe Express, Adobe Acrobat Pro, Illustrator, InDesign, Premiere Pro, Adobe After Effects, Animate, Video Design, Marketing Design, Visual Design, Web Design. Apple Certified Pro: Final Cut Pro X. Google Ads Display.

TECHNICAL & CREATIVE SKILLS

Video Production - Cinematography - Photography - Video Editing - Directing - Producing - Storyboarding - Scriptwriting - Lighting - Audio - Motion Graphics - Drone Production - Product Photography - SEO - Technical SEO - SEM - PPC - Google Ads - Content Strategy - Social Media Marketing - Brand Strategy - Marketing Analytics - Campaign Management - E-Commerce - WordPress - HTML - CSS - JavaScript - MySQL - APIs

- HubSpot - Salesforce - NetSuite - Dentrix - CRM/EMR - Server Management - Project Management - Client Relations - Team Leadership - SOP Development
- Blackmagic cinema camera workflow - capture, editing, color, audio, graphics, and final delivery.

LINKS & LANGUAGES

LinkedIn: [linkedin.com/in/christiangularces](https://www.linkedin.com/in/christiangularces) | IMDb: [imdb.com/name/nm5761050](https://www.imdb.com/name/nm5761050) | Vimeo: vimeo.com/showcase/3268090 | GitHub: github.com/christiangularces Languages: English - Fluent | Spanish - Fluent