

Peter Garcia

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SUMMARY

As a DAM technologist I provide strategic and technical guidance on gathering, organizing and reuse of media based digital assets. I lead the discovery, design and implementation of systems as an effective leader who is able to clearly manage expectations with strong communication and interpersonal skills to foster lasting relationships.

SKILLS

- Ability to work independently with minimal guidance.
- Solid visual communication and technology explanation skills.
- Strong ability in identifying client needs as user story requirements.
- Strong understanding of MarCom and Creative Services processes and work flows.
- Strong business analysis skills in marketing, CPG, scientific and educational verticals.
- Collaboration with stakeholders and project teams for proposed solutions.
- Coordinating and delivering engagement written reports and oral presentations to client management and stakeholders.
- Coaching stakeholders and business leaders in the adoption of DAM principles.
- Strong hands on set up of taxonomy, metadata types, user roles and permissions.
- Strong metadata taxonomy, schema and governance implementation.
- Hands on creation of work flows for access to assets based on permissions.
- Subject matter expert on trans-coding of photo, video and audio files.

EXPERIENCE

Consultant, Tech Valley Media, July 2021 – Present

Tech Valley Media is a project to centralize information about NY Tech Valley

- Accumulation and data cleaning of MySQL databases of business information.
- Provide strategy and guidance on the integration of data as web based graphics.
- Assist in Drupal development.

DAM Consultant, Independent, September 2019 – July 2021

Strategic client consulting on systems sizing, migration, folder structure, metadata schema, image rendition transforms, access control and asset expiration methods.

- Conducted research, interviews, and presentation of results to client stakeholders.
- Preparation of business cases for technology investments.
- Assisted with comprehensive cost benefits analysis and ROI.
- Participated in delivery within a given time frame and budget, for a variety of clients, which include benchmarking and change.

Solutions Architect, Amplifi, October 2018 – July 2019

Solutions designs focusing on Adobe AEM Assets 6.x, Scene7 and integration with Sitecore.

- AEM system install, configuration, upgrade support, and performance tuning of development, staging and production environments.
- Metadata tag taxonomy and governance. Create work flows for programmatic application of metadata from Amplifi PIM, image transforms and asset exports.
- DAM practice building for Adobe Assets and OSGi based DAM solutions such as Nuxeo.
- Asset migration from cloud based DAM (AssetBank) to on premises instances of AEM.
- Designed and managed the development of GIT managed work flows.

DAM Consultant, Independent, July 2017 – September 2018

Provide leadership, support and expertise in the creation of DAM technical solutions.

- Strategic client consulting on systems sizing, migration, folder structure, metadata schema, image rendition transforms, access control and asset expiration methods.
- Planned and lead cross functional workshops.
- Identified customer user story requirements.
- Developed and articulated technology innovation roadmaps of complex problems.
- Collaborated with external vendors and business partners to build solutions.
- Researched, identified, compared and documented existing and new DAM technologies, business models, processes, and industry trends.

Director, Development DAM Delivery, Epsilon November 2015 – May 2017

Build DAM methodology and product solutions for CPG, health care, financial and automotive business verticals.

- Lead and oversaw business analysis, requirements definition, solution design, resource allocation, customization, integration, issue management and acceptance testing for OpenText MediaBin and Adobe AEM Assets.
- Analyzed, designed and specified application development tasks
- Recommended application of MediaBin, Adobe AEM, Scene 7, Nuxeo DAM.
- Assessed wider industry technology trends in cloud services, facial recognition, artificial intelligence, and internet of things to identify leading directions.
- Developed and maintained architectural IP including methodology, reference architectures, metadata and taxonomy models, system blueprints and roadmaps.

Technical Solutions Architect, HP November 2005 – April 2015

Lead architecture teams implementing effective digital asset management solutions using MediaBin DAM, IDOL Search, TeamSite CMS.

- Developed preengagement RFI, RFP and statements of work.
- Lead client discovery, conceptualize the design and deploy solutions where analysis of an engagement requires an in depth evaluation.
- Collaborated with technology stakeholders and integrators as necessary in proof of concept demonstrations and help scale up proven solutions to meet business needs.
- Develop for clients long-term strategies and plans for asset lifespan management.
- Managed client issues using Jira.
- Regularly scheduled the deployment of assets to synchronize client servers.
- Subject matter expert of image and video file transcoding.

EDUCATION

Speech Major, State University Of New York New Paltz