

Anthony Garcia

Marketing Operations

Fort Collins, CO | Remote / Hybrid

everythingorganized.co

[Design Portfolio](#)



Marketing operations professional with a process-first mindset, focused on improving how teams plan, prioritize, and execute work. Experienced in workflow redesign, project coordination, and operational support that improves clarity, consistency, and follow-through.

Core Strengths

- Marketing Operations & Campaign Support
- Workflow & Process Design
- Project & Program Coordination
- Workload, Capacity & Budget Tracking
- Systems Integration & Ops Enablement
- Documentation & Operational Hygiene
- Cross-Functional Collaboration
- Process Improvement & Adoption Support

Experience

In-Situ / Veralto

Web & Graphic Designer (Embedded Marketing Operations Lead) | 2023 – Present

- Redesigned internal marketing workflows to improve intake, prioritization, and delivery.
- Rebuilt workload and capacity tracking to increase visibility and planning accuracy.
- Partnered with marketing leadership on budget tracking and spend governance.
- Supported system integration and light automation to reinforce repeatable execution.

Salesforce

Graphic Designer | 2021 – 2023

- Supported marketing initiatives within a large enterprise environment with established processes and governance.
- Collaborated cross-functionally to deliver consistent, scalable assets within structured workflows.

Old Town Media

Videographer & Graphic Designer | 2018 – 2021

- Coordinated timelines and deliverables across multiple client projects in a fast-paced agency setting.

iHeartMedia

Administrative Assistant | 2015 – 2018

- Supported scheduling, coordination, and day-to-day operational needs across teams.

Leadership Autobiography

Anthony Garcia

I'm a personal growth-driven leader who helps people thrive by finding better ways of doing things and challenging them to grow personally. I believe the best leadership is what we do for others.

Leadership Stand

I believe in challenging people to grow to reach the version of themselves they have yet to know.

My vision

I help people and teams grow by pushing the boundaries of what can be achieved through personal development.

Defining Moments

Choosing to Step Away and Rediscover Myself: In 2021, I decided to leave everything familiar, including the best job I had ever had. I was emotionally lost and knew I needed to focus on healing. That season became a personal turning point as I reconnected with my faith and began facing the childhood trauma I had long buried. Walking away was not easy, but it brought clarity, peace, and a renewed sense of purpose. Most importantly, it led me to the life I have now, rooted in healing, self-awareness, and shared with my best friend and wife.

Embracing Digital Minimalism: Switching to the Light Phone: In 2024, I intentionally stepped away from my smartphone and left social media behind. Even without the apps, I found myself constantly checking my phone, distracted and disconnected. My wife and I switched to the Light Phone, a minimalist device for calls and texts only. Letting go helped me realign my habits with my values. I now feel more focused, present, and at peace—not just because of less tech, but because of more space for what truly matters.

Leadership Legacy

I will be remembered as someone who challenged others to grow beyond what they thought was possible. I want people to know they had someone in their corner who believed in them and saw their potential. Above all, I hope they remember that I led with a servant's heart, choosing humility and purpose over ego.

Leadership Core Values

Continuous Growth

It's a choice we make daily. Know one is responsible for our growth.

Planning for Succession

Systems and plans are created that prepare others to lead beyond my time.

Servant Heart

Remember to ask
"How can I serve you?"

Intentionality

I do not live on autopilot,
but steward my time.