

CURRICULUM VITAE

**FANNY JULISSA GARCIA**

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AUGUST 2016

**FORMAL EDUCATION**

June 2015

University of California, Los Angeles – Los Angeles, CA

**B.A. English**

*Magna Cum Laude*

Thesis: *Guate-Angelino: An Exploration of a Trans-Isthmian Category of Identity in Héctor Tobar's The Tattooed Soldier and Translation Nation.*

Begins September 2016

Columbia University – New York, NY

**M.A. Oral History**

June 2013

Los Angeles Valley College – Valley Glen, CA

**A.A. English**

*Dean's Honor Roll*

**PROFESSIONAL AND RESEARCH EXPERIENCE**

06/15 – Present

**Content Marketing Strategist**

Post Launch | Las Vegas, NV

Website: [www.postlaunch.co](http://www.postlaunch.co)

Supervisor: Andy Schaudt, President and Chief eXperience Officer

Description: Collaborate with President and Chief eXperience Officer to define and manage the strategic planning and execution of online advertising, web analytics, SEO and PPC consultation, marketing automation and lead generation for more than 30 client accounts. Responsible for developing unique strategies and/or building on current strategies for site optimization lead generation, mobile, social and content marketing. Maintain clear and consistent communication with clients, direct supervisor and the creative content marketing team. Post Launch is a web presence marketing firm that assists organizations of all sizes to navigate the World Wide Web and successfully grow their business.

- ✦ Plan, manage and maintain the implementation of analytics, metrics and campaign reporting.
- ✦ Identify trends and insights, and optimize spending and performance based on those insights.
- ✦ Collaborate with internal teams to create landing pages and optimize user experience.
- ✦ Work with creative team for ad design/development and implementation.
- ✦ Perform audits to determine whether search engine best practices are being followed.
- ✦ Provide input for content development and publishing.

06/14 – 08/14

### **Student Librarian**

Grace M. Hunt Memorial English Reading Room | UCLA, Los Angeles, CA

*Website:* [www.english.ucla.edu/resource/english-reading-room](http://www.english.ucla.edu/resource/english-reading-room)

*Supervisor:* Lynda Tolly, Hillary Gordon

*Description:* Plan, coordinate, and manage the projects, programs, and day-to-day operations for the English Reading Room, a branch of the library system at UCLA for the Humanities and English Literature and Studies in particular.

- Check out and check in books, journals, reserve books and other library materials.
- Shelf-read the stacks and other collections for proper call number order.
- Process holds, recalls, renewals and other patron requests.
- Answer basic informational, directional and library policy questions, help patrons locate materials in the stacks, provide basic copy machine assistance.
- Assist with stack management special projects, identify books needing repair, assist with digital books service and document scanning.

04/14 – 6/15

### **Student Archivist**

Chicano Studies Research Library | UCLA, Los Angeles, CA

*Website:* [www.chicano.ucla.edu/library](http://www.chicano.ucla.edu/library)

*Supervisor:* Marissa K. López, Associate Professor of English

*Description:* Hired to sort, archive and process The Héctor Tobar Papers donated by the Pulitzer prize winning Guatemalan American writer to the UCLA Chicano Studies Research Library.

- Sort and catalog books, documents, manuscripts, memorabilia, and ephemera.
- Develop an archival system for the collection.
- Enter detailed information about the contents of each box into archival software.
- Present short summaries of the collection to visiting students to the library.

04/14 – 6/15

### **Research Assistant**

Independent Research Project | UCLA, Los Angeles, CA

*Website:* <http://www.chavez.ucla.edu/content/leisy-abrego>

*Supervisor:* Leisy Ábrego, Associate Professor of Sociology

*Description:* Organize and sort more than 500 media articles, data reports, video and scholarly articles about the 2014 Central American Unaccompanied Minor Refugee Crisis. Read and review the articles to compile specific data for a report Prof. Abrego submitted to a human rights organization in El Salvador.

- Archive the files by date, title and media source.
- Compile data on the following:
  - Number of minors migrating to the U.S., number of minors that have been able to reunify with their families, number of minors that were placed with non-related sponsors and number of children in detention centers.
  - Report on the conditions that the minors experience at the detention centers, the legal options available to the minors in order to remain in the U.S. and any unusual or alarming statistics, events or occurrences that stood out about the crisis
  - Make observations about patterns in the data that could prove important for the report

08/12 – 08/13

### **Linkage to Care Coordinator**

AltaMed Health Services

Website: [www.altamed.org](http://www.altamed.org)

Supervisor: Hilda Sandoval, Patient Services Supervisor & Mental Health Clinician

Description: Provide linkage to care for clients who abandoned or intentionally paused their medical treatment and psychosocial care at one of the largest HIV/AIDS clinics providing care and psychosocial support to multi-ethnic and underserved communities in Los Angeles. Assist newly infected clients through the initial intake process for medical assistance. Collect and analyze data to identify the program's progress and effectiveness. Collaborate with case managers, mental health therapists and medical providers to ensure continuum of care for each patient. Assist in the development of protocols and procedures for the network based HIV/STI testing program and linkage to care services.

- Scheduled appointments and maintained continuum of care for patients
- Provided trainings on linkage to care practices for the clinic and the Los Angeles community
- Managed and maintained data analysis and prepared reports

01/13 - 04/14

### **Writer/Storyteller**

The Road Weeps Bulletin

Lark Play Development Center

Website: <http://roadweeps.org/>

Supervisor: Donna Walker Kuhne, Project Coordinator

Description: Researched and wrote articles and conducted interviews for The Road Weeps Bulletin, a website created to document the community engagement activities for the play *the road weeps, the well runs dry* by Marcus Gardley. The bulletin was managed by the Lark Play Development Center for the program Launching New Plays, a national initiative to transform the American theater repertoire and ensure that it reflected shifting demographics and emerging issues of local, national and global concern including poverty, race, and crime.

- Observe the artistic process during rehearsals of the play's production
- Conduct interviews with actors, set designer and world renown director Shirley Jo Finney
- Collaborate with culturally rich and diverse theater companies and organizations that partnered with LATC for the play's production

04/13 – 08/13

### **Literary Assistant**

Los Angeles Theatre Center

Website: <http://thelatc.org>

Supervisor: Chantal Rodriguez, Programming Director & Literary Manager

Description: Facilitated audience outreach and engagement and reviewed scripts submitted by playwrights in Los Angeles and across the United States for production consideration. The Los Angeles Theatre Center is an eight-story facility housing 5 theatres; two dance studios, a large rehearsal space, dressing room facilities, and historic grand lobby. The center is a facility of the City of Los Angeles and operated by the Latino Theater Company.

- Submitted play recommendations to Programming Director & Literary Manager
- Provided marketing assistance for several performances produced by the center
- Conducted community outreach and fundraising activities

01/12 – 08/13

### **Family Trainer**

#### **Computers for Youth – Los Angeles** (*now Power My Learning*)

*Website:* <http://powermylearning.org/>

*Supervisor:* Kate Doyle, Director of Programs

*Description:* Taught computer skills and college preparation workshops in English and Spanish to elementary school children and their families in underrepresented Los Angeles schools. Power My Learning is a nonprofit organization committed to using digital learning to improve student outcomes in the classroom.

- ✦ Taught computer-learning curriculum that encouraged student participation and parent engagement at different schools across Los Angeles.
- ✦ Used teaching tools and curriculum to educate parents and students on the Common Core Standards
- ✦ Facilitated the learning of programs and services designed to help schools integrate digital resources, meaningfully engage families, and develop sustainable blended learning practices that advance personalized instruction and drive student ownership of learning to teachers and families.

09/10 – 08/12

Student Recruiter

### **Los Angeles Valley College**

*Website:* <http://www.lavc.edu/>

*Supervisor:* Joel Trudgeon, Outreach & Recruitment Coordinator

*Description:* Recruited students through class presentations, school tours, and college fairs for Los Angeles Valley College.

- ✦ Traveled to high schools, and college fairs to provide information about the community college system, admissions information, financial aid, and enrollment.
- ✦ Assisted youth with filling out the community college application.
- ✦ Managed data and analytics about the number of students reached and enrolled

12/11 – 07/11

### **Associate Curator/Dramaturg**

Watts Village Theater Company

*Website:* <http://www.wattsvillagetheatercompany.org/>

*YouTube:* <https://www.youtube.com/watch?v=vOCWZp3DznU>

*Supervisor:* Guillermo Aviles-Rodriguez, Artistic Director

*Description:* Curated the Meet Me @ Metro traveling theater festival performed in and around the Los Angeles Metropolitan Transportation System. Provided dramaturgy support to the theater companies hired for the festival.

- ✦ Collaborated with Los Angeles theater companies, various government agencies, and other organizations to stage one of the largest traveling theater experiences in the city.
- ✦ Created an application submission process for theater companies and artists, reviewed application and sent acceptance and rejection letters
- ✦ Scheduled rehearsals in six different locations on the program's route
- ✦ Provided social medial marketing, engagement and support
- ✦ Made myself available to patrons and media during the run of the show

12/06 – 04/09

**Program Manager**

AltaMed Health Services

Website: [www.altamed.org](http://www.altamed.org)

Supervisor: Alva Moreno, HIV Services Director

*Description:* Managed the programmatic activities of the HIV/AIDS services for a clinic based in East Los Angeles, which provided medical and psychosocial support services to Latinos and other underrepresented ethnic communities. Provided leadership, direction and coordination across functional areas to drive integrated delivery of immunotherapy development programs and associated projects including treatment education services, HIV/AIDS testing, community outreach and public health awareness.

- Created and monitored project plans and timelines, and updated work plans as appropriate to meet changing needs and requirements.
- Collaborate with the team to proactively identify and highlight risks and issues within the project; work with the team to devise and implement effective risk mitigation strategies
- Develop tools and processes to increase efficiencies of program management and program execution
- Effectively communicate project expectations to team members and stakeholders in a timely and clear fashion
- Facilitate and manage team meetings
- Partner with functional area leaders on resource planning requirements for timely completion of projects

06/06 – 12/06

**Field Research Associate**

Center for Community Health, Department of Psychiatry and Behavioral Sciences, Semel Institute for Neuroscience and Human Behavior, UCLA

Website: [www.semel.ucla.edu/cch](http://www.semel.ucla.edu/cch)

Supervisor: Eric Rice, Project Director

*Description:* Assisted in the implementation of NIMH-funded R01 grant, “Mothers Living with HIV and their Adolescent Children” (Rotheram-Borus, Principal Investigator). The study was a randomized control trial of a family-based HIV coping and prevention intervention (n= 968). Primary tasks included coordinating and conducting interviews with women infected with HIV and their children.

- Learn and use computer software designed to document the interview conducted with study subjects
- Traveled to the homes of more than 50 Latino and African American families living in Los Angeles who were affected by the HIV diagnosis of a loved one and conducted a detailed interview about their experiences with the illness.
- In many cases, the children of an HIV positive parent were living in juvenile centers. If this was the case, my duties included coordinating scheduling with the juvenile facility in order to conduct the interview.
- Entered data and reported findings about the interviews during multidisciplinary meetings with research coordinator, principal investigators and other staff.

08/03 – 06/06

### **Housing Case Manager/Case Manager/Program Manager**

Bienestar Human Services, Inc.

Website: [www.bienestar.org](http://www.bienestar.org)

Supervisor: Oscar de la O, President and CEO

Description: As Program Manager duties included the maintenance and compliance of four contracts that facilitated the provision of services to HIV positive Latinos in the Greater Los Angeles area. As Case Manager and Housing Case Manager duties included connecting the patient to local resources that would reduce the burden of poverty such as linkage to housing, food banks, peer educators, support groups, mental health resources and medical providers.

- Provided advocacy and support to a team of ten case managers in three different locations
- Worked with outreach coordinators, mental health therapists, and other providers to ensure quality case management was provided to clients at all times.
- Participated in community leaders designed to increase cross communication between countywide organizations about public health concerns and patient care.

01/99 – 09/01

### **Peer Education Coordinator**

Valley Trauma Center (*now Strength United*)

Website: <http://www.csun.edu/eisner-education/strength-united>

Supervisor: Dove Pressnall, Peer Education Director

Description: Provided emotional support and resources to survivors and co-survivors of sexual and relationship violence, harassment, stalking, and other related issues. Facilitated ongoing education and discussion to the community in the San Fernando Valley, a community in the northeast area of Los Angeles.

- Created and taught curriculum about sexual assault awareness to high school and college students, parents and community organizations.
- Promoted and conducted anti-violence interactive workshops, planned special events and facilitated on-campus outreach at Cal State University, Northridge.
- Served as the media spokesperson during special events organized to raise awareness about sexual assault and child abuse.
- Assisted in organizing quarterly trainings on sexual assault awareness to new volunteer recruits

06/97 – 01/99

### **Legal Assistant**

Law Offices of George Terterian

Supervisor: George Terterian, Esq.

Description: Enhanced attorney effectiveness as a bilingual legal assistant in charge of collecting discovery and interrogatories from tenants-turned-plaintiffs in class action lawsuits against slumlords in Downtown Los Angeles. The Law Offices of George Terterian defended numerous retaliatory evictions, and then sued affirmatively for relief. The office consistently achieved favorable results for clients over a 20-year span, including a \$2.3 million jury verdict in *Rivera v. Cameo Hotel* and numerous 6-digit verdicts and settlements. Published case: *McNairy v. C.K. Realty*.

- Supported case preparation by preparing case summaries and materials for mediation conferences; preparing pleadings; monitoring and obtaining discovery responses; organizing materials for team case review.
- Established and organized files, monitored calendars, documented actions, input information into database and maintained communication with clients about the case's progress.

**FREELANCE TRANSCRIBER/TRANSLATOR/EDITOR**

Sanchez, Monica. *Y Sigo Siendo El Rey: An Exploration of the Lived Experiences of Latino Men Within the Context of Addiction, Violence and Street Life and its Impact on the Experience of Court Mandated Substance Use Disorder Treatment*. Diss. 2014-2015.

Role: **Transcriber and Editor**

Kila, Kitu. *When Daddy Snores*. June, 2015. Print.

Kila, Kitu. *Sick Day, Family Day*. Children's Book. 2015

Role: **Translator from English to Spanish**

**HONORS AND AWARDS**

- True Bruin Distinguished Senior Scholarship Award
- Marcia Berger Scholarship Award for Women
- Blue & Gold Scholarship Award
- UCLA Chancellor's Award
- UCLA Undergraduate Student Research Program Scholarship Award
- Kornbluh Critical Writing Award

**PUBLICATIONS**

García, Fanny J. "Brown *Puerquitos*: A Failed Love Affair." *Westwind: UCLA's Journal of Literary Arts*. June, 2015: 18-23. Print.

García, Fanny J. "L' Ultimo Viaggio." *Meet Me @Metro Short Play Anthology*. April 2009:10. Print.

García, Fanny J. "Belonging." *Exurbia Magazine*. March, 2008: 23. Print.

García, Fanny J. "A Thousand Miles." *Write of Passage: A Journey into Boyle Heights*. March, 2004: 13. Print.

**WEB PUBLICATIONS**

García, Fanny. "Review: Hollywood Notebook." *Yay L.A. Magazine*. May, 2015. Online:  
<http://www.yaylamag.com/review-hollywood-notebook/>

García, Fanny. "From Searching for Stars to Finding Me." *UCLA Prime*. May, 2015. Online:  
<http://dailybruin.com/2015/05/18/behind-the-pen/>

García, Fanny. "Interview: Westwind Hosts Los Angeles Poet Laureate Luis J. Rodriguez." *Westwind: UCLA's Journal of Literary Arts*. May, 2015. Online:  
<http://www.westwind.ucla.edu/2015/05/23/interview-westwind-hosts-los-angeles-poet-laureate-luis-j-rodriguez/>

García, Fanny. "Daisy Hernandez's Memoir *A Cup of Water Under My Bed* is Finalist for Bisexual Book Award." April, 2015. Online: <http://www.westwind.ucla.edu/2015/04/10/daisy-hernandezs-memoir-a-cup-of-water-under-my-bed-is-finalist-for-bisexual-book-award/>

Chas Croslin. Interview by Fanny García. *Who You Talkin' To Fanny?* Latinopia, Los Angeles, 22 June 2014. Online: <http://latinopia.com/blogs/who-you-talkin-to-fanny-6-22-14-chas-croslin/>

Ena Suseth Valladares. Interview by Fanny García. *Who You Talking to Fanny?* Latinopia, Los Angeles, 31 March 2014. Online: <http://latinopia.com/blogs/who-you-talkin-to-fanny-3-30-14-ena-suseth-valladares/>

Luis Alfaro. Interview by Fanny García. *Who You Talking To Fanny?* Latinopia, Los Angeles, 27 February 2014. Online: <http://latinopia.com/blogs/who-you-talkin-to-fanny-2-27-14-luis-alfaro/>

## **MEDIA COVERAGE/INTERVIEWS/BLOGS**

García, Fanny J. Interview by Jackie M. Jensen. #VegasTech. Online: <http://vegastech.com/barcamp-las-vegas/>

García, Fanny J. Interview by Jose Diaz-Balart. Telemundo.com. February, 2016. Television and Online: <http://www.telemundo.com/noticias/2016/02/21/latinos-revelan-por-que-apoyan-sanders-o-clinton>

García, Fanny J. Interview by Sonali Kolhatkar. Uprising Radio. January, 2016. Radio: <http://uprisingradio.org/home/2016/01/28/immigrants-push-for-naturalization-ahead-of-election/>

García, Fanny J. Interview by Daniel Hernandez. The Guardian. January, 2016. Online: <http://www.theguardian.com/us-news/2016/jan/26/donald-trump-latino-hispanic-immigrants-citizenship-voting>

García, Fanny J. Interview by Erik Verduzco. "Progressive Groups, Attorneys Host Free Citizenship Workshop." Las Vegas Review Journal. October, 2015. Online: <http://www.reviewjournal.com/news/las-vegas/progressive-groups-attorneys-host-free-citizenship-workshop-video-0>

García, Fanny. Interview by Theatre Communications Group. I AM THEATRE Campaign. June, 2011. Online: <http://www.tcg.org/fifty/videosdetails.cfm?id=45>

García, Fanny. Interview by Cindy Marie Jenkins. "How Does the Media We Consume Shape Us as Individuals and as a Society?" #MediaNerds Podcast. May, 2013. Online: <http://cindymariejenkins.com/2013/05/13/media-nerds-ep2/>

García, Fanny. Interview by Chirag Govardhan and Dustin Randolph. Long Story Short – September. Radio & Online: <http://dailybruin.com/2014/09/02/long-story-short-september-1-2014/>



## **INVITED PRESENTATIONS AND LECTURES**

**García, Fanny J.** (2016, July). *An Undocumented American Immigrant Story*. Invited Speaker, Sunday Assembly. Las Vegas, NV

Schaudt, W.A., Radcliffe, G.G., **García, Fanny J.** (2016, January). *Leveraging Social Media for Clinical Trial Engagement*. Keynote Speaker, Cleveland Clinic Lou Ruvo Center for Brain Health. Las Vegas, NV.

## **VOLUNTEER WORK**

- 07/2016      **CARA Pro Bono Project** on the ground volunteer at migrant detention center. Assisted pro bono attorneys with preparing clients for credible fear interviews with USCIS asylum interviews. Assisted attorneys with English/Spanish translation during interviews for declarations as a result of a negative after any asylum interview.  
Role: **Legal Assistant**
- 04/2016      **Citizenship Fair** sponsored by PLANevada and Culinary Workers Union. Assisted U.S. residents in filling out the N-400 form for naturalization and provided interpretation and translation services in English and Spanish.  
Las Vegas, NV  
Role: **Interpreter**
- 04/2016      **Clark County Democratic Party Convention** - Bernie Sanders volunteer delegate.
- 03/2016      **Citizenship Fair** sponsored by PLANevada and Culinary Workers Union. Assisted U.S. residents in filling out the N-400 form for naturalization and provided interpretation and translation services in English and Spanish.  
Las Vegas, NV.  
Role: **Interpreter**
- 03/2016      **BarCamp Las Vegas**  
Organized the first open topic BarCamp in Las Vegas. BarCamp is an international network of user-organized and knowledge-sharing events focused on the idea that knowledge should be free and accessible to all. The event is designed to help the entrepreneur ditch the business pitch and instead present a talk on what they are most passionate about in their personal and/or professional life. With more than 40 attendees, the event facilitated discussion about health, mindfulness, user experience, music therapy, entrepreneurship, business innovation and philosophy.  
Las Vegas, NV, March 2016  
Role: **Outreach Coordinator and Co-Organizer**

- 02/2016 **MSNBC and Univision Democratic Town Hall**  
The Town Hall took place at the Lou Ruvo Center for Brain Health in Downtown Las Vegas and hosted presidential candidates Hillary Clinton and Bernie Sanders.  
Las Vegas, NV  
Role: **Attendee**
- 10/2015 **Citizenship Fair** sponsored by PLANevada  
Assisted U.S. residents in filling out the N-400 form for naturalization and provided interpretation and translation services in English and Spanish.  
Las Vegas, NV  
Role: **Interpreter**
- 2010 - 2015 **pLAYwriting in the city**  
Built an online literary arts journal that focused expanding the portfolio of arts criticism written by people of color in Los Angeles and Orange County. The journal was in direct response to a lack of theater reviews written about the work produced by artists of color in the mainstream media. I hired a volunteer staff of 10 writers who attended theater shows all over the greater Los Angeles area, watched plays, wrote articles and conducted interviews with artists. The journal also covered other arts events like art gallery openings, music festivals and arts conferences. Published more than 200 theater reviews, feature articles, poems, short stories, short plays, interviews and other forms of literature and art.  
Los Angeles, CA  
Role: **Founder and Editor-in-Chief**
- 2014 **Human Rights Alliance for Child Refugees and Families**  
Helped organize the first public, multi-organizational response to the unaccompanied minor refugee crisis.  
Los Angeles, CA  
Role: **Activist**
- 2011 – 2012 **Individual Artist Collective**  
Lead a collective of seven artists through various fundraising events and online campaigns to raise \$5,000 to send seven of its members to the Theater Communication Group's national theater conference in Boston, MA.  
Los Angeles, CA  
Role: **Fundraising Event Coordinator**
- 2000 – 2010 **EastLAREp**  
*Website:* <http://www.eastlarep.com/>  
Co-founded the theater company in East Los Angeles. The company produced adapted versions of William Shakespeare's plays and original works by Latino playwrights. The company produced a total of 16 play productions between 2003 and 2010 plus six special programming events including a playwrights intensive which brought together four Los Angeles based playwrights to teach workshops on the art of writing stories about the socioeconomic realities of the city and its many multiethnic neighborhoods. Maintained the website, created marketing materials for productions, managed sales of tickets and merchandise, kept detailed financial records and managed staff and

volunteers. Facilitated a play reading group, produced podcasts of literary discussions, collected and evaluated play scripts and checked them into the theater library.

Role: **Co-Founder, Managing Director and Literary Manager**

### **COMPUTER SKILLS/EXPERIENCE**

➤ Microsoft Office, Windows, Mac OSX

### **WEBSITES**

Social Networking Site: <http://www.Linkedin.com/in/FannyGarcia>

General: <https://playwritingworld.wordpress.com/>

Personal: <http://fannygarcia.co/>

### **SOCIAL MEDIA**

Twitter: [@GirlWryter](https://twitter.com/GirlWryter)

Facebook: [facebook/com/fannyjulissa](https://facebook.com/fannyjulissa)