

JONATHAN GARZA

Global Communications | Content Strategy | Applied AI for Communications | Bilingual (EN/ES)

Los Angeles, CA

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PROFESSIONAL SUMMARY

Communications and content strategy professional with 8+ years of experience translating complex work into clear, engaging communication across global teams, digital platforms, and audience-facing brands. Background spans global internal communications, cross-functional program coordination, sports media, and content strategy. At Yamaha Financial Services, I support enterprise initiatives while serving as a writer and content curator for YMFC Connect, a multilingual internal communications platform reaching employees across 7 countries. I also bring applied AI experience in content development, translation consistency, and workflow support, along with proven audience growth. Fully bilingual in English and Spanish.

PROFESSIONAL EXPERIENCE

Business Systems Analyst III – PMO · Yamaha Financial Services (YMFC) *2023 – Present*
Cypress, CA

- Support program management of an enterprise loan origination system (LOS) migration, coordinating requirements across multiple teams spanning technology, compliance, and operations to ensure business continuity and on-time delivery.
- Assist in directing implementation of compliance logic for dealer-facing platforms serving hundreds of dealerships nationally, translating regulatory requirements into developer-ready specifications.
- Support workflow automation initiatives that reduced manual processing for servicing teams by multiple days per month, freeing capacity for higher-value work.
- Championed digitization of servicing communications, modernizing how the organization delivers information to internal and external stakeholders across 7+ countries.
- Serve as primary writer and content curator for YMFC Connect, a global internal communications platform reaching 500–1,000 employees across 7 countries — producing and placing 5–10 articles monthly.
- Expanded YMFC Connect's global reach by producing AI-assisted translations of internal articles into Spanish, Portuguese, French, and Japanese, making content accessible across four additional language markets.
- Acted as on-site communications lead for the YMFC Global Financial Business Meeting (GFBM), conducting executive guest interviews, producing promotional video content, and managing communications distribution to a global audience.
- Led cross-functional Dealer Portal QA/UAT program using Jira, coordinating test cycles across 7+ teams including technology, operations, and compliance stakeholders.
- Serve as connective tissue between PMO, Marketing, and Communications teams — managing concurrent initiatives via Monday.com and Microsoft 365 against defined timelines and KPIs.

Service & Credit Analyst · Yamaha Financial Services (YMFC) *May 2022 – 2023*
Cypress, CA

- Managed credit analysis and customer service operations within the financial services division, supporting dealer and customer account management across a national portfolio.
- Collaborated with cross-functional teams on process improvement initiatives, building foundational knowledge of enterprise systems and operations that led to promotion to the PMO.

Founder & Content Strategist · Dodgers Tailgate *2020 – 2024*
Los Angeles, CA

- Conceived, launched, and scaled a Dodgers-focused digital media brand to 43K+ followers on X, built entirely independently as a demonstration of end-to-end brand strategy, content production, and audience development.
- Produced SEO-driven editorial content, short-form video, and broadcast-quality motion graphics (DaVinci Resolve, Affinity Designer), establishing a full brand identity including voice, visual system, and style guide.
- Developed multi-platform content strategy across X, Instagram, and TikTok, using Google Analytics and RankMath to optimize reach and audience growth.

Marketing Director · So Cal Recreation · Keystone Lanes *Jun 2018 – May 2022*
Downey, CA

- Served as primary marketing and digital lead for a multi-venue recreation company, reporting directly to ownership and driving strategy across web, content, and audience development.
- Designed and built 7 websites from scratch using WordPress (Avada), applying custom HTML, CSS, JavaScript, and PHP to create fully tailored digital experiences for each venue.

- Built and retained a marketing list of 10,000+ contacts through website lead capture and ongoing email campaigns, driving retention and event engagement across multiple locations.
- Led social media direction and provided creative strategy input to ownership across all venues.
- Served as Webmaster and Featured Writer for California Bowling News (2018–2025), conducting athlete interviews, recapping events, and producing editorial content — including human-interest features — until the publication's closure.

Webmaster & Sports Contributor · LA Times / Hoy LA / Hoy Deportes 2014 – 2016

Los Angeles, CA

- Interviewed professional athletes and produced multimedia sports coverage — writing, photography, and video — for digital and print audiences reaching 20,000+ weekly newsletter subscribers.
- Redesigned and optimized web pages to improve load speed, user experience, and search engine visibility using WordPress and HTML.

Bilingual PR & Media Staff · Los Angeles FC (LAFC) 2018

Los Angeles, CA

- Provided bilingual PR and media operations support for LAFC — gameday media coordination, press operations, and bilingual content production for a major MLS club.

Game Operations · Bilingual Talent Handler · Soccer United Marketing (SUM) May 2018

Los Angeles, CA

- Hired through Soccer United Marketing — MLS's commercial and marketing arm — to manage press operations for the Mexican National Soccer Team (El Tri), including a press conference and the Mexico vs. Wales international exhibition at the Rose Bowl in Pasadena.
- Served as bilingual talent handler for Costa Rican international Kendall Waston at the MLS Media and Marketing Event, managing his schedule through brand activations and media appearances with Audi, Heineken, EA Sports, ESPN, and Univision.

Co-Founder & Editor-in-Chief · Dodgers Nation Jul 2008 – May 2013

Los Angeles, CA

- Co-founded one of the first dedicated Dodgers digital media platforms, scaling to 19,000+ social followers across Facebook and X.
- Recruited and developed a contributor network of writers and content creators — alumni went on to roles at ESPN, Foodbeast, and the Rancho Cucamonga Quakes.
- Syndicated content with major sports media platforms including MLBTradeRumors and RotoWorld, expanding audience reach beyond owned channels.
- Oversaw editorial direction, SEO strategy, content publishing, and social media distribution across all platforms.

EDUCATION

B.A. Journalism – Public Relations Emphasis · Cal State Long Beach (CSULB) 2018

Long Beach, CA

- GPA: 3.6 · President's List — Spring 2017, Fall 2017, Spring 2018
- **Most Valuable Publicist** — PRSSA (sole recipient, Spring 2018)
- Contributor, Daily 49er (CSULB student newspaper)

A.A. Journalism · Cerritos College 2017

Norwalk, CA

- GPA: 3.3
- Sports Editor & Two-Time Online Editor, Talon Marks

ATHLETICS

2026 LA Marathon Finisher · 2x Half Marathon Finisher · 300+ Miles Logged in 2026

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Skills Profile

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COMMUNICATIONS & CONTENT STRATEGY

- Strategic communications planning and execution — internal and external stakeholder audiences
- Global internal communications — authoring, curating, and distributing content to multinational employee audiences across 7+ countries
- Multilingual communications coordination (English, Spanish, French, Portuguese, Japanese)
- Editorial direction, copywriting, content editing, and brand voice development
- Sports media writing, reporting, storytelling, and on-camera interviewing
- Newsletter production, subscriber engagement, and event media production
- Style guide creation and organizational voice standardization
- Applied AI for communications — prompt-driven content development, translation consistency, and workflow support across multilingual internal communications

PROGRAM & PROJECT MANAGEMENT

- Cross-functional program support across 7+ teams spanning technology, compliance, marketing, and operations
- Business requirements gathering, analysis, and developer-ready documentation
- QA/UAT coordination and end-to-end test cycle management (Jira)
- Workflow design, process improvement, and automation initiative support
- Concurrent initiative management and prioritization under organizational deadlines
- Enterprise platform migration coordination and stakeholder alignment

DIGITAL STRATEGY & PLATFORMS

- SEO strategy and content optimization (RankMath, Google Analytics)
- Multi-platform social media strategy — X, Instagram, TikTok, LinkedIn, Facebook
- Audience growth, engagement analytics, and performance reporting
- Website design and CMS management (WordPress)
- Email marketing campaign development and list management (10,000+ contacts)
- Platform digitization and enterprise modernization initiatives

TECHNOLOGY & TOOLS

Project Management: Monday.com, Jira, Microsoft 365, SharePoint, Google Workspace

Enterprise Systems: defi LOS/LMS, Vervent

Creative Production: DaVinci Resolve Studio, Adobe Premiere, Final Cut Pro, Adobe Creative Suite, Affinity Designer, Photoshop

AI Tools: Claude, ChatGPT, Gemini, Microsoft Copilot

Analytics & SEO: Google Analytics, RankMath

CMS & Web: WordPress (Avada), HTML, CSS, JavaScript, PHP

LANGUAGES & RECOGNITION

English — Native · **Spanish** — Fully bilingual · **French, Portuguese, Japanese** — Professional coordination and AI-assisted translation

Most Valuable Publicist — PRSSA, sole recipient, Spring 2018 · **President's List** — Cal State Long Beach (Spring 2017, Fall 2017, Spring 2018)