

Cristina Garcia

Events & Brand Partnerships · Talent & Influencer Programs
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SUMMARY

Where operations meet relationships, and a brand's vision turns into measurable results. A versatile operator and systems builder with a decade leading teams across events, talent programs, and brand partnerships end to end. I build the trackers, dashboards, and AI-assisted workflows that keep programs running and reporting honest. Bilingual in English and Spanish, calm on site under pressure.

EXPERIENCE

Athlete & Influencer Relations Manager Darc Sport (Civil Clothing Inc.), Los Angeles Sep 2023 to Present

- Drove \$43M in athlete and ambassador attributed sales a year at a 4.9x return on a \$500K budget, with 60.5M social reach across the roster, tracked through code usage.
- Oversaw the Darc Sport and She athlete and influencer programs, leading a team of three across 200+ athletes and ambassadors in a four-tier athlete program and three-tier ambassador program.
- Built the operating systems behind the program: athlete and ambassador trackers, performance dashboards, and the GRIN-based commission, payment, and tier structure I designed for the Darc Sport and She programs, which closed a long-standing Shopify reporting gap and was adopted to launch Civil Regime's ambassador program.
- Led the Darc Sport Ohana rebrand to Darc Sport Athletics, standing up its athlete and affiliate programs on GRIN and extending the model I built to a sister brand.
- Brought AI tools into the team's research, outreach, and reporting to cut hours of manual work each week.
- Negotiated talent and partnership contracts, redlined agreements with legal counsel, and drafted liability waivers, release forms, and NDAs across the full roster.
- Scaled the calendar from 3 ad hoc activations to 30+ live activations a year and marketed 100+ product collections. Built the event, photoshoot, and campaign frameworks the team works from.
- Wish You Were Here: 6,000+ casting submissions reviewed to 150 finalists, then a 300-person production in Big Sur. The resulting collection is the #1 selling collection in Darc Sport history.
- 2026 Athlete and Ambassador Search: 6,000+ submissions reviewed to a final cohort of 20. Grew the women's roster reach 64% on Instagram.
- International scope: Arnold Sports Festival UK in Birmingham, The Fit Weekend in Mexico City, plus national tours across the US. Supported licensed partnerships with Star Wars, Marvel, Disney, WWE, Harley-Davidson, Dragon Ball Z, and Spider-Man. Brand partners include Ghost, Sour Strips, ComplexCon, Mr. Olympia, and Civil Regime.

Event & Promotions Coordinator The Diverse Agency, Los Angeles Nov 2022 to Sep 2023

- Produced Electrolit activations across both weekends of Coachella and Splash House, plus Hard Summer, Day Trip, III Points, Stagecoach, Governors Ball, and other US festivals.
- Electrolit Premium Hydration sponsorship at the Beach Soccer Championships in Oceanside: 10,000+ participants and 50,000+ attendees. Led a nationwide guerrilla marketing tour for Electrolit with five field teams running in parallel.
- OC Marathon: 42.7M impressions, 85 earned media placements, and 20,000+ participants. 38th LA Marathon: 22,000 participants from 67 countries.
- 15 major brand launches and dozens of smaller activations across 200+ brand partners during the agency tenure.

Operations, Team Leadership, and Events Banc of California, JPMorgan Chase, Caliber Home Loans 2016 to 2022

- Led three teams across three branches at Banc of California as Branch Manager, where my event production work began. Six years in operations, reporting, and people leadership.
- Led the audit program across the branches: governance, compliance reviews, and remediation tracking.
- Produced events at the branch, JPMorgan Chase Private Client, and Business Resource Group (BRG) levels: client appreciation, hiring fairs, community partnerships, and employee resource group launches.

EDUCATION

M.S., Exercise Science. Lionel University. Expected June 2027.
AI fluency (self-directed): Google AI Essentials and Coursera AI for Everyone.

SKILLS

Contract negotiation and redlining with legal counsel. Liability waivers, release forms, NDAs, MOUs, and SOWs. Budget ownership across the full activation lifecycle. Talent and partnership program design at scale. International event production and tours. Influencer and creator strategy. Licensed IP collaboration. CRM and pipeline management. Systems and reporting: trackers, dashboards, and process design. Builds events and programs with accessibility and accommodations for people with disabilities. GRIN · Shopify · Microsoft Office (Word, Excel, PowerPoint, Outlook) · Google Workspace · Adobe Creative Suite · Asana · Slack · Notion · AI tools (Claude, ChatGPT)