

AARON GARCIA

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EDUCATION

Rice University, Jones Graduate School of Business
Master of Business Administration (MBA)

Houston, TX
Expected May 2027

Sam Houston State University

Bachelor of Business Administration, Marketing | Minor: Management

Huntsville, TX
2016

MBA LEADERSHIP & INVOLVEMENT

Rice Board Fellows, Chief Marketing Officer

Feb 2026 – Nov 2026

- Appointed CMO to lead all marketing strategy for an organization that selects and places Rice MBA students on nonprofit boards across Houston
- Oversee internal and external communications, social media channels (LinkedIn, Instagram), event marketing collateral, and the Board Fellow application review and interview process

Rice Global Field Experience – Edify Education (Brazil)

June 2026

- Selected for Rice Jones' international consulting program; leading go-to-market strategy for Edify Education's new app launch as the company transitions from its legacy bilingual curriculum business model into a digital product offering

Texas Fire Fighter Home, Board Member

Sep 2025 – Present

- Selected as one of 44 Rice students from 130+ applicants to serve on the board of a nonprofit supporting Texas firefighters battling cancer and their families

PROFESSIONAL EXPERIENCE

Superior Energy Services | Houston, TX

June 2023 – Present

Marketing Manager, Brand and Communications

- Developed and executed integrated marketing and communications strategies across digital, social, web, print, and paid media channels, driving brand consistency and measurable engagement across 11 business units, including Middle East and Latin America operations
- Manage external agency partnerships and lead creative development across video, digital, and print, overseeing project scope, budgets, and deliverables against brand standards
- Manage event sponsorship and promotional spend across the Superior and Wild Well golf tournaments and dozens of industry partner events annually, including six-figure investments per event in attendance and booth activation

Harris County Constable Precinct 6 | Houston, TX

July 2017 – June 2023

Marketing & Communications Manager

- Built and led the marketing function from the ground up, including creating the logo and initial brand identity for Kindness Empowers You, the department's 501(c)(3) nonprofit, while managing one direct report
- Grew social media following from 0 to 11,000+ and increased National Night Out attendance from 400 to 2,200+ by securing sponsor support and appearances from the Houston Texans, Houston Dynamo, and Astros Literacy Bus
- Served as the department's primary point of contact for media, coordinating TV interviews for command staff, issuing official statements, and managing community outreach, digital content, and event coordination across a six-year tenure

Houston Astros / Major League Baseball | Houston, TX

2023 – Present

Game Operations, Part-time

- Serve as Pitch Clock and BOSS Operator for MLB Gameday Data Operations, supporting 35+ Astros home games annually and building relationships with Astros PR and marketing staff across four seasons

Sportradar | Houston, TX

2018 – Present

Data Operations, Part-time

- Provide live game data operations across college football, baseball, basketball, MLS, and volleyball, including credentialed travel assignments for bowl games; formerly credentialed for NBA games, working alongside team staff and local media

SKILLS & INTERESTS

Technical: Adobe Creative Suite, WordPress, Canva, Loomly, Google Analytics, Meta Business Suite, Microsoft Office Suite

Leadership: Brand strategy, advertising strategy, social media strategy, campaign measurement, agency management, event management, cross-functional collaboration, product launch

AI: Proficient in Claude, ChatGPT, Copilot, and Gemini; apply AI tools selectively to improve output quality and workflow efficiency, not as a replacement for strategy or judgment; continuing AI education through Rice MBA coursework

Interests: Golf, chess, sports analytics, coaching, community engagement