

# Genesis Garcia

## Head of Social Media and Community

Genesis Garcia builds community and momentum around the brand every day. As Head of Social Media and Community, she plans the content calendar, captures stories from the field, and turns them into posts and shorts that people actually watch and share. She tracks reach, saves, comments, and click throughs, then adjusts the next wave of content so we keep moving forward. Genesis partners with design, growth, and operations to launch campaigns, manage creator collaborations, and keep responses fast and human. Her focus is simple, make the brand easy to find, easy to trust, and easy to act on.