

DIGITAL PUBLISHING + SCREENWRITING

with Dawn Garcia

INTRODUCTION

- My name is DAWN GARCIA and I am 40 years old.
(YIKES! I'm old. I know ... 😊)
 - I work at ATOD Magazine (A Taste of Dawn).
- I am also a Screenwriter with WME (William Morris Endeavor)
 - My company does:
 - In-depth Stories and Interviews that relate to the Luxury Lifestyle audience (that is Food, Wine, Travel, Fashion, Art, Film, TV, Music)
- My role at ATOD Magazine is FOUNDER | EDITOR-IN-CHIEF
 - Every day I manage a staff of 10 writers and photographers around the world and basically, write and design every day.

MY CHILDHOOD

- I was born in LOS ANGELES and raised in
 - SANTA MONICA and SANTA CLARITA



This is a picture of me and my older sister. I am about 3.

MY FAMILY

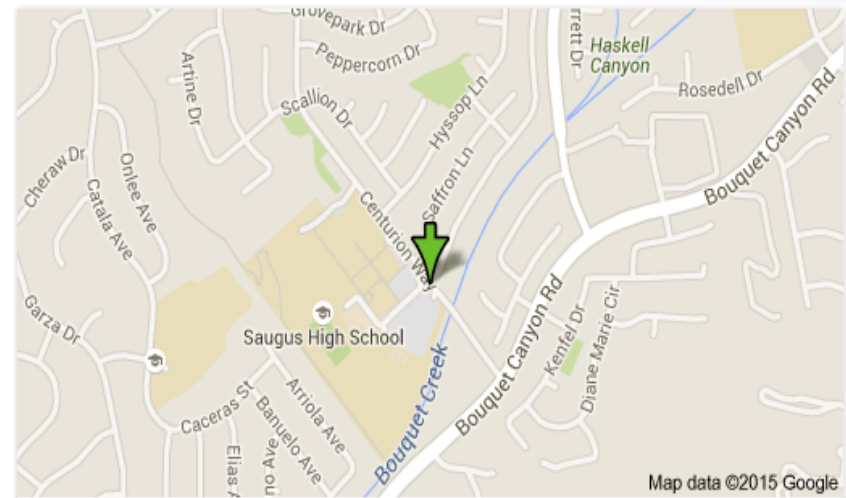
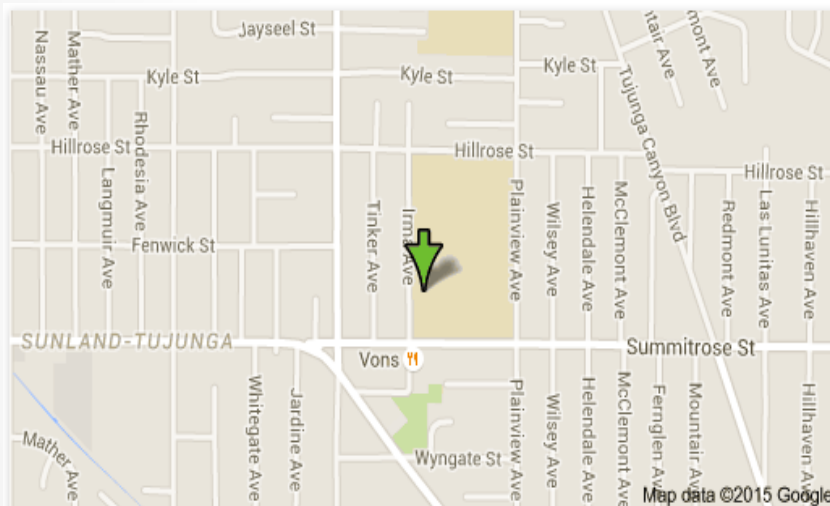
- A little about my family
 - I have 2 sisters: older and younger. My parents divorced when I was very young but I was fortunate to always spend time with my aunts, grandparents and cousins.



This is a picture of me and my dad, stepmom, sisters, brothers-in-law, nieces, partner, daughter, and grandma

MY HIGH SCHOOL

- I attended 2 High Schools in Los Angeles
 - Verdugo Hills HS | Saugus HS



Saugus High School – GRADUATED 1993 – Mascot: CENTURION

HIGH SCHOOL

- As a HS student I was outgoing, creative, social, and ALWAYS busy! School, Trade School, Work.



Here is a picture of me in HS

HIGH SCHOOL

- Things that I really liked in High School were:
 - Creative Writing
 - Shakespeare
 - Art
 - Drama
 - Friends
 - Photography

HIGH SCHOOL

- Things that felt difficult or challenging for me while I was in High School were:
 - I was not a fan of Math. I was a student that could do math in my head but putting that down on paper was always a challenge.
 - I never liked Multiple Choice! Word problems were my friend.
 - I never liked social “clicks” so I made friends with everyone and never paid much attention to fitting into any particular group.

HIGH SCHOOL

- Jobs I worked while I was in High School were:
 - Kentucky Fried Chicken
 - Prints Plus
 - Magic Mountain
 - Babysitting

GETTING IN TO COLLEGE

I did things a bit different ...

- When I was young I always wrote but I wanted to work in the Film Industry as a Makeup Artist doing Special Effects so I went to Cosmetology School during High School and then Makeup Artist School (3 years of education because I wanted to be the best).
- After working with big filmmakers like Steven Spielberg and George Lucas, I decided to go to college.

COLLEGE

- I went back to college in my mid-20's.
- I am almost done with my degree and plan on getting a BA and Masters in Journalism or Digital Media.

COLLEGE

Things I enjoyed in College

- Honestly, I loved being in college.
- I loved in-class learning and being challenged.

Things I didn't enjoy in College

- Math
- I really LOVE school now so there isn't much I don't enjoy.

COLLEGE

Favorite classes

- Debate
- Philosophy
- Art History
- Film History
- Creative Writing
- Comparative Religion
- Political Science

Least favorite classes

- Anthropology 2
- Film Art

COLLEGE

- Jobs I worked while I was in College were:
 - Advertising Coordinator at BET Network
 - Script Reader at New Line Cinema

COLLEGE

- Things that felt difficult or challenging for me while I was in College were:
 - Making enough time to sleep
 - Making time to “Pause”
 - Managing work, life, school, family

GETTING A JOB AFTER COLLEGE

- The top few things I did to ensure I got a good job after college were:
 - Make certain I had worked towards my dreams every day
 - I write EVERY day and got as much practical experience as I could
 - I made sure I kept in contact with every person I met during events, job fairs, etc.
 - I worked REALLY hard (still do)
 - I was always grateful for any opportunity and never acted entitled.
 - I showed up ready to learn.

ATOD MAGAZINE

- Every day at my company:
 - I write, I draft interview questions for high profile artists, chefs, actors, filmmakers, photographers, etc.
 - I manage my Online Store
 - I continually work on the overall design of the Online Magazine
 - I edit articles submitted by my contributing writers
 - I create stories based on photo-essays my photographers send in from events we've covered
 - I research trends
 - I sift through thousands of emails a day



ATOD·MAGAZINE™

a t a s t e o f d a w n

EAT | DRINK / ENTERTAINMENT / STAY | PLAY / INTERVIEWS / EVENTS / SHOP NOW / BLOG



FEATURED

A FEW WEEKLY HIGHLIGHTS

MOST ITEMS SHIP WORLDWIDE.



BOUTIQUE-D

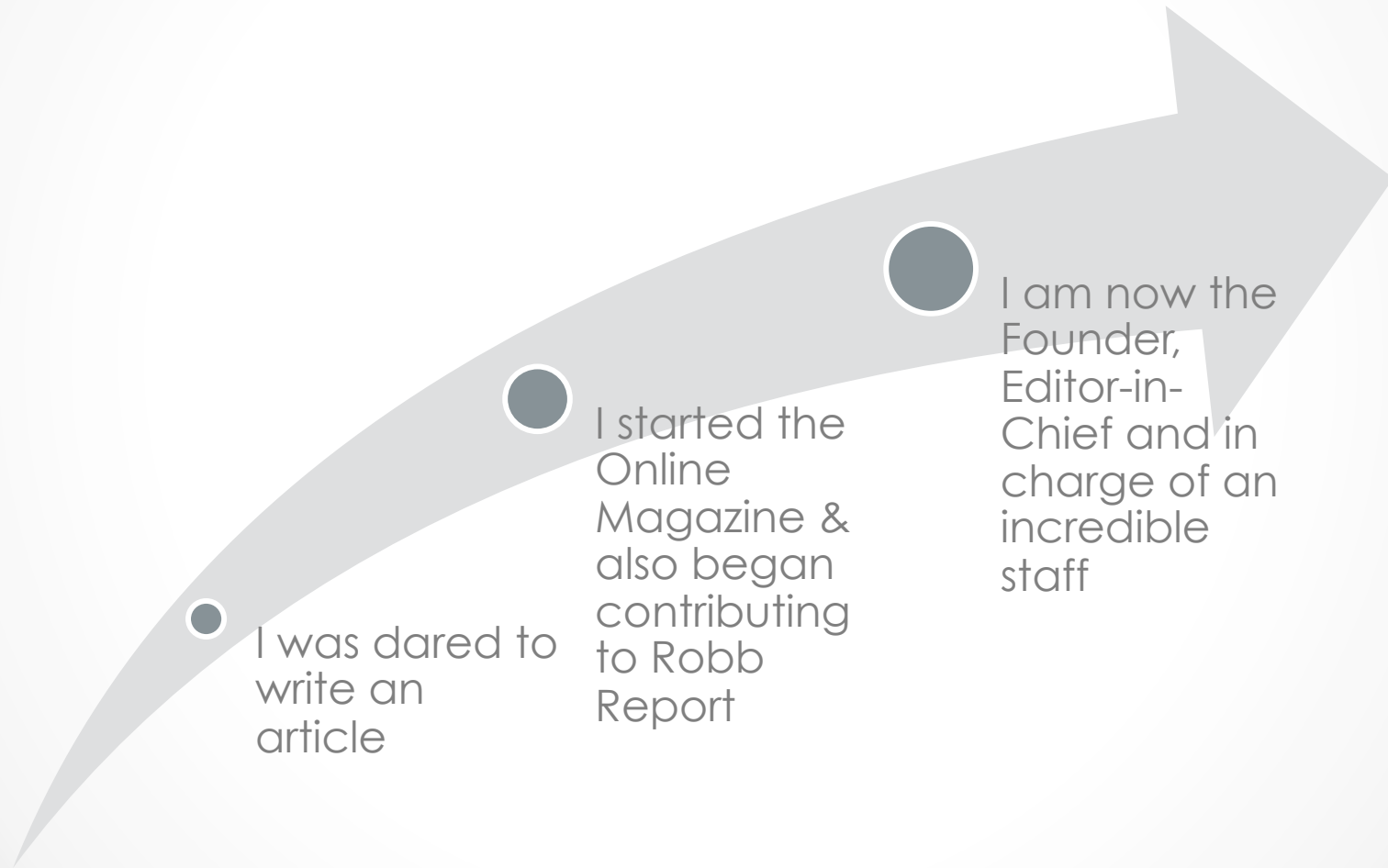


"Life is sexy. It's simple. Every day is full of color, movement, passion, and purpose. It exists in the threads of our clothing, the remnants of wine resting on your lips, the awaiting fare of unending flavor, the textures on the city walls, the cracks on the streets beneath us, the hum of the crowd of strangers among us. In other words, life is vibrant and full of possibility."

SCREENWRITING

- Every week I:
 - Write at least 10 pages.
 - I check in with my Agent at William Morris
 - Go through my current projects and make sure I fix mistakes
 - Watch either a TV Series or a few movies

MY CAREER PATH



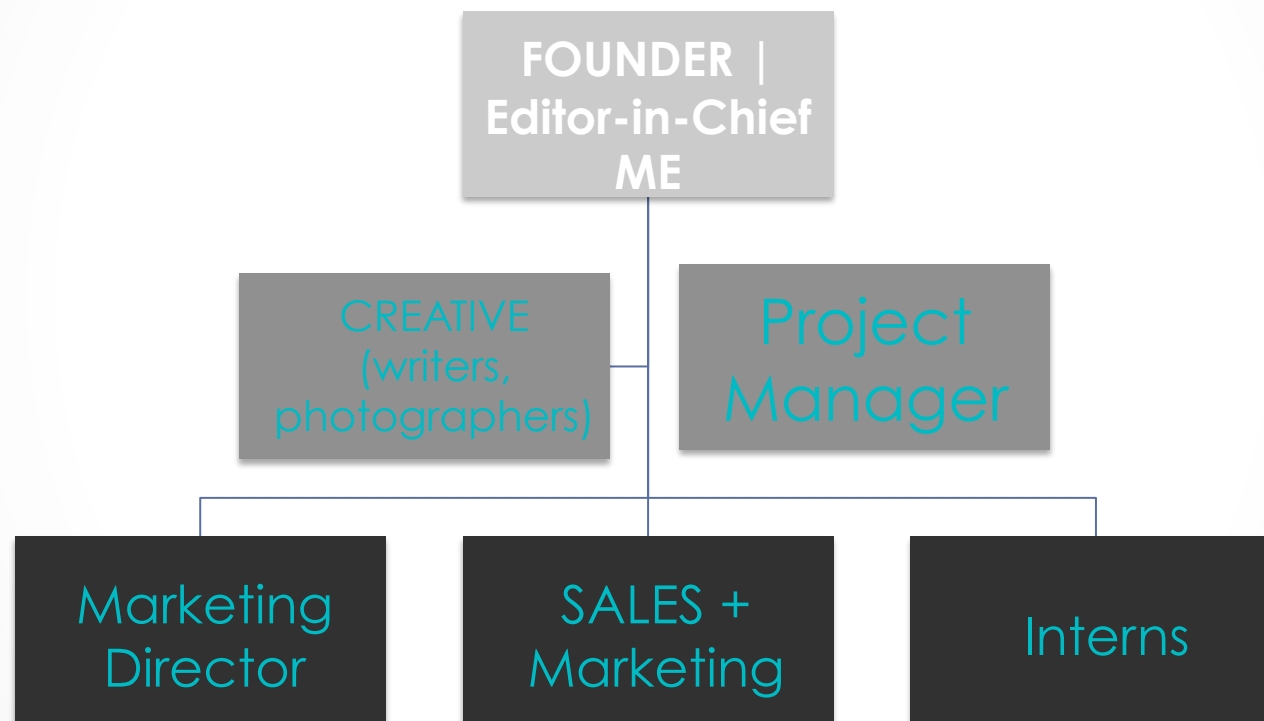
MY CAREER

- The first job I had after college was:
 - I was fortunate because I worked for a Temp Job Placement company who sent me out a lot and BET Network loved me and asked me to come on permanently. It was way out of my comfort zone but I loved learning the Network business from a different perspective.
- The worst job I have ever had was:
 - Trying to launch a kids clothing line while in school! I had it all figured out until I was literally working 20 hours a day, gluing crystals on tiny tees and hand sewing flowers on to little kids clothes. I just decided crystals had to be a hazard to kids (I mean bedazzling is just too much work!) so I told my “business partner” we had to stop. She was actually a professor at my school and was all too happy to hang up our hats. We were tired!

MY CAREER

- Challenges I have had to overcome throughout my career are:
 - Giving my own money to really start this company
 - Working 18 hours a day AND making sure I'm still a great mom!
 - Doing something not many had done before and failing along the way at making money!
 - Patience. Having your own company requires tremendous patience, grace, and a constant need to evolve.
 - Not overextending myself and getting carried away with more "ideas"
 - Not knowing who to ask for help.
 - Hiring the right staff, firing people, and bringing on interns that actually want to work hard.
 - Wearing all of the hats and making sure I can project manage

MY ROLE WITHIN ORGANIZATION



MORE THAN JUST WORK

- When I am not at work I like to:
 - Be with my daughter
 - Hike
 - Be with my friends
 - Workout
 - Go to Museums
 - Travel
 - Go dancing
 - Play Board Games

DO IT ALL OVER AGAIN?

- If I could talk to my high school self, what would I say?
 - Don't be so afraid of what you're passionate about.
 - Challenge yourself because had you listened to your gut, you may have done all of this sooner.
 - Be brave.
 - Stop worrying about what anyone else thinks.
 - Dream big, aim for the stars and realize that life is still going to throw curve balls at you but that just means you're on the right path.
 - Believe in yourself.
 - Always be nice and stay encouraging.

QUESTION + ANSWER

