

Enrique García Thompson

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*A highly ambitious Strategist with +4 of Marketing and Research experience and +2 years of International experience. Enrique is fascinated by understanding diverse groups of people and is good at using visual language to translate ideas to different cultures from people in Shanghai to Germany. He takes an entrepreneurial approach to strategic planning which means he is not afraid to go outside the job description to 'get things done' whether it requires video editing or web design. His category experience includes consumer packaged goods, health, exporting, auto, non-profits, food and beverage and retail. **Bilingual Spanish and English.***

Relevant Knowledge, Skills, and Training:

Strategic & Comm's Planning • Story Telling • Market Research • Brand Development • Presentation Skills • Design Thinking • Global Management • Content Creation • Excellent Communication & Interpersonal Skills • Project Management • Expert in MS Word, PowerPoint, Excel, Keynote & Knowledge: Square Space, Adobe Illustrator, Min-Tab & Outlook

Professional Experience

FREELANCE (Marketing & PR Strategist). San Juan, PR **February 2015 – Present**

Nostrum Moving Images. Responsible for their branding included redesigning the brand image (new logo, website, etc.) and annual marketing plan.

De la Cruz & Associate (Ogilvy & Mather affiliate). Conducted market-research analysis and presented key insights to the Ad-Agency of a product line for the client Pan Pepín.

GOYA FOODS. Bayamón, PR **October 2015 – June 2016**

Marketing, Promotions & Public Relations Executive. Worked daily with Public Relations and Marketing Director to fulfill the company's goals and strategies. Assisted in management of different marketing/advertising channels such as social media, radio and video for different marketing and public relations campaigns including, GOYA's 80th Anniversary and Menú Criollo GOYA, among others.

YOUNG & RUBICAM. San Juan, PR **February – April 2015**

Account Management & Research Analyst. Acquired specific insights and skills on operations processes of creative and account departments and in advertising and marketing final products for the Puerto Rico market.

GIZEH VERPACKUNGEN GmbH & CO. Cologne, Germany **November 2014 – February 2015**

New Business & Sales Developer. Conducted competitive market analysis focusing on The America's rigid plastic food packaging industry as part of Gizeh's current expansion efforts in North America. Gained exposure to sales and procurement by working with clients such as Ferrero, Tupperware, Maggie and Muller.

Education

MIAMI AD SCHOOL **June 2017**

Account Planning Boot Camp. New York, USA

HULT INTERNATIONAL BUSINESS SCHOOL **August 2014**

Masters in International Business. London, UK

• Rotations in Shanghai and Dubai • Winner of Zipcar Square One Challenge • Competitive intelligence project for Phillips Healthcare in the GCC Region

SYRACUSE UNIVERSITY **May 2013**

BS in Entrepreneurship & Emerging Enterprises. New York, USA

• Rotation in Madrid • Vice President, Hispanic Business Community • **Dean's List** (3 years) • **Cum Laude**

Extra

GRIFFIN FARLEY BEAUTIFUL MINDS PROGRAM (BBH) **July 2017**

DESIGN THINKING BOOT CAMP (Design Gym) **July 2017**

Banco Santander Universities Entrepreneurship Program (Babson College) **August 2013**

Volunteer Experience: +10 years in volunteering (Campaign Manager, Marketing/PR, Coordinator, New Business) with multiple non-governmental entities (Non-Profit and Foundations, etc.)