

Enrique García Thompson

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Profile

Strategist with Master's Degree in International Business, fully bilingual (Spanish & English) with +2 years international experience including USA, UK, EU, China and UAE. An ambitious young professional with an engaging, team-oriented, problem solving and managing personality, who thrives when stepping out of the comfort zone, and enjoys finding innovative solutions to different challenges. Looking for an organization that is innovative, team-oriented, multiple ideas generator, social responsible and is currently growing. **Available for relocation.**

Relevant Knowledge, Skills, and Training:

Strategic Planning • Consulting • Market Research • Strategist • International Marketing • Brand Development • Presentation Skills • Event Planner • High Performance Innovation • Logistics • Global Management • International Business • Excellent Communication & Interpersonal skills • Business Development • Multitasker • Expert in MS- Word, PowerPoint, Excel and working knowledge of Adobe Illustrator, Min-Tab & Outlook

Education

Account Planning Bootcamp

June 2017

MIAMI AD SCHOOL. New York, USA

Masters in International Business

August 2014

HULT INTERNATIONAL BUSINESS SCHOOL. London, UK

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

Banco Santander Universities Entrepreneurship Program

August 2013

BABSON COLLEGE. Massachusetts, USA

• Acquired/Learned key content topics that develop entrepreneurial thought and action involving hands-on exercises, cases, reflective practice, group projects, and interactive lectures • Pitched a crowd-funding online platform idea to a panel of Babson College professors

BS in Entrepreneurship & Emerging Enterprises

May 2013

SYRACUSE UNIVERSITY. New York, USA

• Created and presented an innovative business plan for disease prevention and education to a panel of entrepreneurs, venture capitalists and faculty • Rotation in Madrid • Vice President Hispanic Business Community • Dean's List (3 years) • Graduated **Cum Laude** •

Professional Experience

FREELANCE (Marketing Strategist). San Juan, PR

February 2015- Current

Nostrom Moving Images.

- Created a marketing plan which included, new logo, new website, as well as, maximizing its presence in social-media.
- Identified customer's needs to build compelling proposals and build a sustainable business.
- Explored, proposed and implemented plans guiding customer towards growth opportunities.
- Handled direct communication with the customer base via email, telephone or in person; taking into consideration the possible language barrier, cultural differences and the various time zones.
- Responsive with customers' requests and deadlines to provide an excellent service to our customers.
- Prioritized and managed multiple projects.
- Identified trendsetter ideas by researching industry and related events, publications, and announcements; tracking individual contributors and their accomplishments.

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

- Business Analysis: Strong analytical skills to track business performance, analyze results, elaborate what-if scenarios to build recommendations to the organization and their client.

GOYA FOODS. Bayamón, PR

October 2015 – June 2016

A family/hispanic-owed company with over 2,200 food products and over 16 facilities in the Caribbean, U.S. and Spain.

Marketing, Promotions & Public Relations Executive. Work on a daily basis with Public Relations and Marketing Director in order to fulfill the company's goals and strategies. Assisted managing different

marketing/advertising channels such as, social media, radio, video for different marketing and public relations campaigns such as, Goya's 80 anniversary, Menú Criollo Goya, among others.

- Problem solver, hands on experience working together with three (3) brand managers with over +1,000 products ensuring completion of marketing and promotional strategies.
- Coordinated/Managed over +25 events (approx. 2,000 + people) internally and externally such as: Culinary Festival, in-store promotions, campaigns and sponsored events. Negotiated with different artist, rental services and event production company.
- Negotiated with different suppliers for promotional merchandise, equipment and distribution from around the island and US.
- Designed and Generated multiple gamification techniques in order to create value and loyalty with the consumers.
- Explored, proposed and implemented plans guiding customer towards growth opportunities.
- Prioritized and managed multiple projects.
- Market research to understand and define business opportunities.
- Defined the implementation guidelines and tracking activities to ensure successful implementation of the plans.
- Coordinated funding and promotional activities for customers.
- Business Analysis: Strong analytical skills to track business performance, analyze results, elaborate what-if scenarios to build recommendations to the organization and our customers.
- Managed and improved the supply chain efficiency in all the donation distribution.

Internship Experience

YOUNG & RUBICAM. San Juan, PR

February - April 2015

A multinational marketing and advertising organization specializing in digital and social media, sales, direct marketing and brand identity consulting.

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

- Originated competitors and market analysis for 5 clients such as, Direct-TV, Banco Santander and Miller Coors.
- Analyzed over +500 participants
- Gathered competitive intelligence, conducted market research and created business plans.
- Coordinated with top management and functional areas to lead the execution of the defined business development tasks.
- Directed marketing research efforts to identify opportunities for existing, adjacent and new markets.
- Researched & collected all relevant market and business data to aid the division in determining future strategic direction. Defined gaps in product and market presence portfolio and strategize and implement solutions.

GIZEH VERPACKUNGEN GmbH & CO. Cologne, Germany

November 2014 - February 2015

A family-owned enterprise, with approximately € 100 million in revenue and 700 employees, specializing on the design and manufacturing of packaging products for foods and cosmetics industries.

New Business & Sales Developer. Conducted competitor's market analysis focusing on North America's rigid plastic food packaging industry. By working with Gizeh's current expansion in North America; gained exposure in sales and procurement working with clients such as Ferrero, Tupperware, Maggie, Muller.

- Created detailed analysis reports of over 20 potential food packaging companies in Canada, United States and Mexico.
- Identified potential strategic alliances and acquisitions that would support strategic growth initiatives.
- Worked in developing the marketing elements of the global strategic plan including brand positioning, promotional strategies that reinforced brand positions, existing and new product development, market and competitive analysis
- Worked with the customer/market segment/channel selection, development of penetration plans, pricing and channel program strategies.

IDAHO FOREST GROUP. Idaho, USA

Summer 2012

One of the largest lumber & wood by-product producers in the USA, of approximately 800 employees 1 billion board feet per year capacity.

Business Analyst and Project Manager Assistant, Intern. Collaborated Sales and Mills Managers in four (4) facilities.

- Developed and presented a corporate strategy (est. \$3 millions) on the conversion of IFG vehicles to natural gas.

CRAFT BEER PUERTO RICO. Cataño, PR

Summer 2011

Puerto Rico's largest artisan craft beer distributor, with +250 labels from around the world.

Beer Dispatcher. Hands-on experience in warehouse distribution and involvement with labelling, transportation logistics, inventory control, Point-Of-Sale (POS) system and purchasing.

- Worked in developing the marketing elements of the global strategic plan including brand positioning, promotional strategies that reinforced brand positions, existing and new product development, market and competitive analysis
- Worked with the customer/market segment/channel selection, development of penetration plans, pricing and channel program strategies.

Volunteer Experience

Young Entrepreneurs of Puerto Rico (YEPR). Cena Empresariales. Helped coordinated a half day event, where International speakers share their real experiences to young entrepreneurs and students on how they've received \$1 million in investments and helped 1 million individuals in order to create a social, environmental and economical impact on the Islands.

Foundation for Puerto Rico(FPR). Volunteered in other nonprofit organizations (In the Know, Centro de Emprendedores) in FPR.

Iniciativa Comunitaria Investigación.

- **Brega Bien Campaign Manager**, coordinated marketing strategies and campaign development across print, e-mail, web, social network and mobile technologies. Engaged 2,000 users across social media platforms in two weeks.
- **Punto Fijo Research Volunteer** in syringe exchange program (SEP).
- **Nuestra Casa Volunteer** to educate homeless individuals while providing food and shelter opportunities through government housing programs. Oversaw financial transactions and expenditures in Puerto Rico, Haiti and Guatemala.
- **National Labor Federation Eastern-Farm Workers Association.** Conducted canvassing in Syracuse, NY low income neighborhoods and coordinated benefit programs.