



ABNER GARCIA

BRAND & EXPERIENCE BUILDER

► **ENTE CREATIVO GROUP LLC**
FOUNDER & CREATIVE DIRECTOR
SAN JUAN, PR

2006 - PRESENT

► CONTACT



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hello@abnergarcia.com



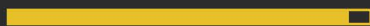
Web
abnergarcia.com



20 Orquidea Urb Santa Maria
San Juan, PR

► EXPERTISE

Digital Marketing



Creative Direction & Concept Dev.



E-Comm & Direct. to Consumer Strategy



Brand Growth & Positioning



Strategic Partnership & Deal Structuring



► LANGUAGES

99%

Spanish
Native / Eloquent

85%

English
Fluent / Bilingual

Dear Hiring Manager,

I am writing to express my interest in senior marketing and sales leadership opportunities where strategic thinking, creative execution, and measurable results are equally valued.

With over 20 years of experience across media, brand development, digital ecosystems, and business growth, I bring a rare combination of executive-level strategy and hands-on execution. I have built marketing systems from zero, grown audiences across multiple platforms, and consistently converted brand positioning into revenue, not as theory, but as practice, repeated across industries and environments.

My results reflect that experience: growing membership bases by over 200% through targeted engagement strategies, generating over \$40K+ in new revenue streams within a single operational year, no immediate staff and increasing digital audience reach through integrated multi-platform content strategies, and developing brand ecosystems that transform audience trust into sustainable commercial outcomes.

What separates my approach is the understanding that marketing and sales are not parallel functions, they are a single growth engine when built correctly. Brand credibility creates demand. Strategic messaging builds the trust that makes conversion possible. And consistent execution across every touch-point is what turns a first transaction into long-term loyalty.

Having operated my own business ventures for over two decades, I bring not only creative vision and strategic discipline, but the accountability and ownership mindset of someone who has built revenue-generating operations with real stakes. I do not simply manage marketing, I architect the systems that make organizations grow.

I would welcome the opportunity to bring that experience, perspective, and commitment to your organization, contributing to both immediate performance and long-term sustainable growth.

Thank you for your consideration.

Abner Garcia

► EDUCATION

Universidad Ana G Mendez
Marketing & Communications BA
2004-2008

Complemented by academic minors in Advertising, Public Relations, and Media Production, with a strong focus on brand development, strategic communication, and audience engagement.

Professional
Certifications
2013 – 2022

- Global Digital Marketing Associate SCDM-A
- Digital Marketing & Communications - HubSpot Academy
- Inbound Marketing - HubSpot Academy
- Licensed Real Estate Broker



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► PROFILE

With over 20+ years of experience across marketing, media, branding, and business development, I've built and led multiple brands, developing strategies that turn ideas into measurable results.

My work combines creativity, strategic thinking, and execution, designing experiences, building systems, and creating meaningful connections that drive growth and revenue.

I don't just develop ideas, I transform them into something people feel, remember, and act on.

► WORK EXPERIENCES

2006 - Founder, Growth Strategist & Creative Director - Ente Creativo Group LLC

2026 Built and led a full-service marketing and creative company, developing end-to-end strategies across branding, digital marketing, and content. I create and execute integrated systems—including web development, email marketing, and multi-platform campaigns—that drive customer acquisition, strengthen brand positioning, and generate measurable revenue. From concept to execution, I manage projects, teams, and growth initiatives with a clear focus on results

2020 - Founder, Brand Growth & Creative Director - KokeeBrand & Estilo y Ambiente

2025 Built and scaled a lifestyle apparel, Space decor, and lifestyle brands with multiple product lines and manufacturers, developing their identity, storytelling, and positioning to align with modern consumer trends. I implemented direct-to-consumer strategies through eCommerce while leading product development, pricing, and customer experience—driving sales and brand loyalty through digital marketing and community-building.

2020 - Tennis Club Administrator | Operations & Revenue Management

2021 Baldrich Tennis Club | SJ, PR

Directed operations, revenue generation, and customer experience for a multi-court sports facility, integrating service delivery, retail management, and marketing execution to drive engagement and growth. Optimized scheduling and events to maximize capacity, managed a revenue-generating pro shop (retail, equipment services, and F&B), and oversaw vendor relations, inventory, and cost control. Recruited and led staff and service providers to maintain operational standards, while developing marketing initiatives that increased participation, visibility, and revenue. Enhanced on-site brand experience through merchandising strategies and implemented digital solutions, including reservation and engagement digital platforms to improve communication, efficiency, and service delivery.

2001 Media And Communications Manager | Casiano Productions

Strategic Media Management directing comprehensive media relations and press coverage for high-profile events and concerts, ensuring maximum brand visibility and ticket sales. Campaign Oversight by supervising the creation and distribution of promotional materials across digital and traditional platforms, maintaining strict brand consistency and messaging. Vendor & Media Liaison acting as the primary point of contact for media outlets and third-party vendors, negotiating placements and managing professional partnerships to streamline event execution. End-to-End Production supporting critical logistical support to the production team during the pre-production, execution, and post-event phases, ensuring all operational goals were met. Press Coordination by orchestrating press conferences and media briefings, managing journalist attendance and facilitating interviews to secure top-tier coverage for all artists and events.

1994 - Radio Host, Commercial VoiceOver Artist, Media Producer & Content Creator

Today Over 20 years of experience across radio, television, voiceover, and digital media production, working with many of Puerto Rico's top AM and FM radio stations as a host, voice talent, producer, and content creator. Developed audience-driven content, branded messaging, and multi-platform media initiatives designed to strengthen engagement, brand positioning, and advertiser value for both local and international brands. Combines storytelling, media strategy, and audience psychology to create impactful content experiences that connect with audiences and support long-term brand growth.

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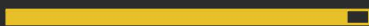
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► TECH SKILLS

- Adobe Creative Suite
- Email Marketing CRM
- Office Suite / Canva (Mac or PC)
- AI Tools
- Meta Ads / Social
- Web Dev / E-Commerce apps
- Budget Management & Forecasting