



ABNER GARCIA

BRAND & EXPERIENCE BUILDER

▶ CONTACT



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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

▶ 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.

▶ 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

▶ WORK EXPERIENCES

2006 - Founder, Growth Strategist & Creative Director

2026 Ente Creativo Group LLC

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

2025 KokeeBrand & Estilo y Ambiente

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 | San Juan, 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



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

2004 - PRESENT

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Dear Hiring Manager,

I am writing to express my interest in a Director of Sales and Marketing role within your organization. With over 20 years of experience across marketing, media, and business development, I bring a unique combination of strategic thinking, creative execution, and a strong focus on revenue-driven results.

Throughout my career, I have built and led multiple brands and initiatives, developing strategies that transform visibility into measurable growth. My experience includes creating end-to-end marketing systems, implementing direct-to-consumer models, and executing multi-platform campaigns designed to drive customer acquisition, strengthen brand positioning, and generate consistent revenue.

I understand that today's business environment requires more than traditional marketing—it demands the ability to connect strategy with execution, align brand positioning with revenue objectives, and create meaningful experiences that drive demand and long-term loyalty.

Having led my own business ventures for over 15 years, I bring not only creativity and strategic vision, but also accountability, structure, and a results-oriented mindset aligned with organizational goals and performance expectations.

I would welcome the opportunity to contribute my experience, perspective, and commitment to growth to your organization, supporting both immediate performance and long-term success.

Abner Garcia

Sincerely
Abner Garcia