

Adolfo Garcia

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EDUCATION

University of Greenwich

July 2023

Business Management (Bachelor Honors)), Majors (Business)

London, United Kingdom

- Bachelor with Honors 2:1 Modules in Years 2 and 3 Include **Business Research Methods** (Quantitative and qualitative), **Organizational Analysis and Performance**, and **Business Ethics**. Modules in Year 3 Include **Business Negotiations**, **Strategy for Managers**, and Dissertation on **International Human Resources**.
- Business Society Leader, Member of the Hispanic Community, and Captain of the Seconds Football team.

WORK EXPERIENCE

The5.io

Oct. 2021 – Present

Sales & Marketing Lead

London, United Kingdom

- The5.io is a versatile web development company, specializing in web design, SEO/SEM management, app development, hosting, and iOS.
- As a Sales and Marketing Lead, I navigate the entire sales process, from lead generation and engaging prospects to expertly closing deals and maintaining strong post-sales relationships, driving sustained growth and customer satisfaction.
 - Sales Achievement: Consistently generated 60 new leads monthly, resulting in a 25% increase in sales over the past year.
 - Diverse Client Portfolio: Successfully secured contracts with prestigious businesses such as ETM group, Physioception, and 99 City, showcasing adaptability and proficiency in negotiating deals with a wide range of industries.
 - Multi-Channel Marketing: Spearheaded a comprehensive marketing strategy across LinkedIn, Instagram, Twitter, and TikTok, reaching an average combined audience of 60,000 individuals, resulting in increased brand visibility and engagement.
- Core responsibility. Successfully secured contracts with a wide variety of businesses, including notable clients like **Aviary**, **Wagtail**, **Physioception**, and **99 City**. Demonstrated adaptability and proficiency in negotiating deals across different industries.
- Fostered client loyalty and retention by establishing and maintaining strong relationships with a diverse clientele. Collected valuable feedback to enhance the company's services and provided exceptional customer service.

CERTIFICATIONS

- **Citibank, Markets Sales and Trading**, Virtual Internship
- **J.P Morgan, Investment Banking**, Virtual Internship
- **Excel for Business Analyst** LinkedIn Learning
- **Corporate Finance Institute, Equity Trading** Fundamentals
- **Finance Accelerator Simulation Experience**, AmplifyME
- **Anti-Money Laundering** (AML), Compliance, policies, KYC

SKILLS & INTERESTS

- **Skills** Strategic planning, Revenue modeling and forecasting, sales, & distro; contract, Problem-solving & decision-making, Communication & interpersonal skills, Client relationship management, financial analysis & forecasting, market research and competitive analysis. bilingual (English and Spanish)
- **Interests** Football and swimming, concerts, travelling (Madrid, Valencia, Barcelona, Malaga, Amsterdam, Miami, Tampa, Orlando, Atlanta, California)