



About Me

I am Nathalie Garcia, a finance professional and marketing strategist with a strong background in data-driven decision-making and customer engagement. Currently serving as a Customer Service Representative III at Bank of America, I specialize in guiding clients through complex financial needs with clarity, professionalism, and trust.

I hold both a Bachelor's and Master's degree in Finance, as well as a Master's in Human Resource Management from Florida International University (FIU). I am now pursuing a Master of Science in Marketing at FIU to deepen my expertise in consumer insights, digital marketing, and analytics. This unique combination of financial and marketing knowledge allows me to approach business challenges with a strategic, holistic perspective.

Originally from Cuba, I relocated to the United States more than a decade ago, embracing opportunities that have strengthened my resilience and adaptability. Today, I am a proud professional, wife, and mother of two, committed to building a meaningful career that integrates innovation, customer focus, and sustainable growth.

My primary interests lie in digital marketing strategy, customer behavior analysis, and marketing analytics. I aim to leverage my cross-disciplinary background to help organizations strengthen customer relationships, optimize performance, and achieve long-term success.

Outside of my professional pursuits, I enjoy spending time with my family at the beach, exploring new ideas with my husband, and relaxing with an engaging film or series.