

Oscar Malpica

T: +86 15-000-701-699 E: oscar_malpica@hotmail.com

Professional Summary

Project management professional with experience leading and designing sustainability marketing and communication campaigns. Adept at quickly identifying the “green potential” in products and services and create dissemination campaigns for them. Able to coordinate and lead multidisciplinary teams. Excellent presentation and communication skills. International and multilingual.

Education

Master of Applied Science - Environmental Technology

University of Toronto, Canada. 2002

Bachelor of Science - Environmental Engineering

Orizaba Institute of Technology, Mexico. 1998

Relevant Achievements

- Led the first sustainability campaign for a major manufacturing multinational that **helped position the brand in the top 3 preferred suppliers in China**. Campaign entailed production of sustainability reports, environmental sales collateral (print and online media), and directing the company’s tradeshow presence during the 2007 International Cultural Industry Fair in Shenzhen.
- Collaborated with an international team of experts in the implementation of a company-wide continuous improvement program (lean concepts) **raking savings of RMB1.8M annually** and improving operation efficiency by 10%
- **Reduced industrial risk by 30% among an employee base of 250** with the introduction of a visual risk level index, coupled with a Health, Environment & Safety internal communication campaign

Relevant Experience

Sustainability & Marketing Advisor

Canadian Chamber of Commerce in Shanghai

Shanghai, China. 2009-Present

Responsible for developing a marketing and media distribution channels strategy. Laid foundations for the chamber’s sustainability & CSR committee including devising its mandate, planning, researching and generating dissemination materials. Multimedia producer including directing and editing the chamber’s magazine as well as corporate videos.

Project Manager

Norske Skog (Pulp & Paper Global Leader)

Shanghai, China. 2005-2009

Managed the implementation of internal communication campaigns and sustainability marketing for operations in the China region. Incorporated sustainability principles in the company’s customer value proposition. Managed 30 staff members in three business units across China and controlled budgets of up to \$1 million.

Environmental Project Consultant

Hebei University of Science & Technology & General Biologic

Shijiazhuang, Hebei & Shanghai, China. 2003-2004

Provided consultancy services on bibliographical and technical research for the establishment of a decision support system for water resources in Hebei province. Produced reports on wastewater treatment technologies in China.

Environmental Researcher & Teaching Assistant

University of Toronto

Toronto, Canada. 2000-2002

Developed a real-time detection system that identified air pollution by particulate matter (PM10 and PM5). Project sponsored by the Government of Canada. Taught environmental and organic chemistry to first and second year university students.

EHS Engineer - Deterchem de Mexico

Cordoba, Mexico. 1999

Devised safety protocols for handling hazardous chemicals in a chemical plant for surfactants.

Additional Experience

Multimedia Producer/Writer

Norske Skog & Wilh Wilhelmsen Asia Pacific. 2006-2009

Produced corporate multimedia material in the form of videos, podcasts, banners and posters. Wrote and edited on-demand articles for two major global corporate magazines. Designated official correspondent/photographer for the Asia Pacific region.

Teacher/Editor

Ordnance Engineering College (People's Liberation Army)

Shijiazhuang, Hebei, China. 2002-2003

Taught English and environmental education courses. Served as English editor for non-military publications in the Chinese army.

Skills

Highly proficient with software (Windows and Mac):

Project Management: MS Project, Merlin, Novamind

Office: Word, PowerPoint, Excel, iWork, FileMaker Pro, Bento

Creative: Photoshop, InDesign, iLife, Aperture, Final Cut Pro

Animation & Drafting: previous exposure to 3D Max and AutoCAD

Programming: LabVIEW, HTML (Rapidweaver)

Internet: Web 2.0, social media, file sharing, FTP, teleconferencing

Bilingual English-Spanish, advanced Chinese.

Extras

- Entrepreneur: Freelance Photographer/Multimedia Producer (OscarMalpica.com)
- UN Volunteer; currently multimedia producer for project in Western Africa
- Interested in photojournalism, international affairs and social media