

Our Story

Nuestra Historia



This week we're talking to – **Ethan Colchamiro**, Puerto Rican, Digital Content Specialist, Integrated Marketing Communications – Breakthru Beverage Group

When did you start at Breakthru and what has been your path to where you are now?

I started working for Breakthru as a freelance graphic designer in the summer of 2017. When my design contract was coming to an end, I wanted to find a way to continue working with Breakthru and found there was an open content writing position on the team. I pitched myself as a hybrid content writer and graphic designer and was given the chance to prove myself in the role, and I've been contributing content and design work to the IMC team since December 2017 as a full-time employee.

Best/proudest moment at Breakthru?

Illustrating a guide to [Woodford's Personal Selection Program](#). I got to visit the Woodford Distillery in Kentucky and learn about their process, and then illustrated and hand-lettered a comprehensive guide to inform our customers about this unique offering. The guide was well received, and I was awarded Tip of the Spear, and I've been told that printed copies were available at the distillery for a while.

Nickname?

My friends call me "E"

Favorite food?

This is such a hard choice for me, but I think Chinese Food takes the top spot for me. Chicago has a great Chinatown and I like to visit anytime I can, and I always show up hungry.

Favorite drink?

Topo Chico on ice!

Pets?

Not yet, but we're starting the process of finding a hypoallergenic dog for our home.

Family?

I live with my wife and our pre-teen daughter who has just started middle school. Please send good vibes of support our way!

Fun fact about yourself?

I was an extra in the movie *The Fugitive*.

Ethan Colchamiro