



## PERSONAL PROFILE

I have extensive experience in the leisure, travel, surf, and hospitality industries. I enjoy working with people from diverse backgrounds and speaking different languages. I am fluent in English, French, and Spanish.

When it comes to work, I am reliable, organized, and highly autonomous. I pay close attention to detail and always strive for improvement. I believe in conscious leadership, having a clear vision for projects, careful planning, and excellent inclusive communication.

I am known for being very efficient and always on top of my game. Therefore, it is a priority for me to prioritize proper rest, disconnection, and healthy boundaries in my job in order to give my absolute best.

I prefer to have the freedom to organize my time at work instead of simply following schedules that do not help or promote my real productivity.

## SPECIALIZATION

I have expertise in public relations and collaborations, along with extensive experience in hospitality, hotel management, and bookings. I am also skilled in managing CRM and channel manager technology and have a strong background in project management and communications.

## SKILLS AND ABILITIES

I am a highly organized team player with a keen eye for detail and excellent communication skills. I excel in public relations and collaboration, and can effectively manage multiple projects at once. Additionally, I am committed to providing exceptional customer service and fluent in English, French, and Spanish, allowing me to communicate effectively with people from diverse backgrounds.

- Communication, PR & collaborations
- Good planning of projects & organizational skills
- Strong people skills & excellent customer service
- Fluent in English, French & Spanish

### CONTACT INFO:

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## ALEJANDRA ROMO

### SALTY SOULS EXPERIENCE | @THESALTYSOULS

Bookings Manager, Customer Service & PR | 04/2021 - Present

Remotely from Europe for Canada/ El Salvador

As the person in charge of all retreat bookings and guest communications, I handle around 350 applications per season in English and French, ensuring that every retreat in El Salvador, Ecuador, Guatemala, Bali, and Philippines (13 retreats per season) reaches maximum capacity and cancellations are handled smoothly. I also manage all payments and logistics for our staff on the field's organization and preparation of each retreat.

In addition, I have spearheaded exciting retreat collaborations, including one with the **skate brand YOW**. Since 2022, we have co-hosted a series of retreats with the brand's riders (Marta Dávila, and Daniela Boldini).

As the lead coordinator for these exchanges, I am responsible for all communications with the brand and their ambassadors. This includes budgeting, marketing planning, and curating a deal for a surf-skate production called "**YOW x Salty Souls**," which will launch soon in 2023.

### THE SALTY CLUB | @THESALTY.CLUB

PR and Collaborations | 03/2021 - 07/2023

Remotely from Europe for Canada/ El Salvador

As the head of public relations and all exchanges, I skillfully been managing collaborations with several brands, ambassadors, and athletes from different backgrounds, surf camps, and other related businesses.

I confidently created and curated B2B collaboration frames, where I personally lay out all the collaboration exchanges and propose different ideas to maximize the exposure of all the parties involved. During my time in this project, I successfully landed the collaboration frames I created, closing monthly/bi monthly deals with **brands in Canada, USA, Australia, and Europe**. Some examples of these brands are **YOW, Salt Gypsy, Oy Surf Apparel, June Swimwear, Yoga Design Lab, Changing Tides Foundation, and Women's Surf Film Festival**.

In addition, I am responsible for communications, dealing, and proposals with influencers, athletes, and other related profiles to work with our Ambassador program and other one-time partnerships. I take pride in being their main contact, ensuring that the collaborations are fulfilled as agreed, the content produced is consistent with our standards, and they are properly supported for good engagement and excitement within our Ambassador's community. **Some good examples are: Kassia Meador, Polly Ralda, Anna Segal, Taylor Godber, Aline Adisaka, Kate Ediger, Daniela Boldini, etc.**

Moreover, my role was also to involve them as much as possible with any B2B's collaborations, so they would play a significant role in our campaigns.

I also curated and proposed content within collaborations, provided guidance and basic marketing planning with the brands and partners, plan and schedule our actions and campaigns throughout the year, ensuring a proper use of our resources and energy of the marketing team all along. I even provided support to the founders in fine-tuning the business model and exploring other ways to fund the project sustainably bringing value to the company and its partners.

## MY PASSIONS, AND HOBBIES:

Some of my passions include surfing, wellness, travel photography, personal growth, studying, and traveling.

I am a certified yoga teacher and have worked as a photographer. I am also an experienced traveler and longtime surfer. I often travel to find waves and have lived in many places such as Nicaragua, Bali, Sri Lanka, France, Portugal, etc.

In my free time, I prioritize surfing and also enjoy practicing yoga and engaging in other creative projects for fun. Since 2013, I have been organizing surf and yoga trips and occasionally provide business coaching to projects and influencers in the surf and travel industry.

I also dedicate myself to studying topics that fascinate me, such as crypto, blockchain, DeFi, and financial freedom, as well as consciousness tools like psychology, astrology, and Human Design. I have completed many courses in these areas and am currently enrolled in a couple more.

## BRIEF WORK HISTORY

### RISE UP SURF RETREATS | @RISEUPSURFRETTREATS

PR and Collaborations | 10/2020 - 04/2021

Fully remote for Nicaragua

Fully managed remote marketing and PR operations for Rise Up surf retreats in Nicaragua, demonstrating exceptional public relations skills, exchange management with brands, and coordination with other related surf businesses.

Crafted proposals and led B2B exchanges, while spearheading marketing strategies for the brand and project management with different providers. Facilitated communications with potential brand ambassadors, photographers, yoga teachers, and more.

Successfully established collaborations with professional surfers, including **Kassia Meador, Sarah Lee, Nique Miller, and Kirra Seale**, for co-hostingg strategic retreats in Costa Rica and Nicaragua.

### SEASOUL COLLECTIVE | @SEASOUL\_COLLECTIVE

Co- Founder | 2014 - Present

Ahangama, Sri Lanka.

I have been organizing retreats for women since 2013 in collaboration with other women in the industry as a personal hobby. My responsibilities include handling collaborations, bookings, logistics, scouting for venues, and deals with service providers.

In 2018, I took charge of re-creating a completely new website, marketing material, brochures, presentations, business plans, design concept, branding, copy, and pictures for the website. I also handled PR and collaborations with venues and teachers, leading to a successful outcome.

In 2018-2019, I consulted on the following projects:

- Memo hotel Kabalana: I handled re-branding, concept, copy, photo content, creation of website (design, copy & photos), booking system installation, and provided business advice.
- Island Sisters Weligama: I created their website (design, copy & photos), booking system, and provided business advice.

### DONOSTI CHILL- RETREAT HOUSE

Independent Business Owner | 01/2014 - 12/2018

Donostia- San Sebastián.

I was responsible for PR, organizing retreats, managing the hotel, coordinating teams, working with different providers, and managing content and social media.

I also developed the business concept, planning marketing strategies, managing finances, setting up and managing the CRM and channel manager, etc.

I was confident in my ability to handle all aspects of hotel management and coordination for the entire business.

### PANTIN CLASSIC PRO SURFING EVENT

Freelance Press and Communication | 05/2014- 09 2015

Valdoviño, A Coruña, Spain.

As the media and press lead for the PANTIN CLASSIC PRO SURFING EVENT, I was responsible for the successful execution of all media and press connections, including press releases, interviews, and writing articles. I also developed a comprehensive media plan for the event, including database preparation and newsletters for the media and general public. Thanks to my efforts, the event received widespread exposure and recognition

## INTERESTING LINKS ABOUT MY PHOTOGRAPHY & TRAVELS:

<http://www.huckmagazine.com/art-and-culture/photography-2/ale-romo/>

[http://www.surflines.com/surf-news/gypsy-files-storytellers-of-surf\\_117058/](http://www.surflines.com/surf-news/gypsy-files-storytellers-of-surf_117058/)



<http://www.theinertia.com/surf/16-photos-from-where-you-d-rather-be>



<http://www.panthalassa.org/you-d-rather-biarritz-ale-romo/>

## BRIEF WORK HISTORY

### SURFRIDER FOUNDATION EUROPE

Coordinator of Atlantic-South office at Surfrider Foundation Europe | 03/2010- 12/2013

San Sebastián- Spain/ Biarritz, France.

At Surfrider Foundation Europe, I was responsible for developing the Spain coast and some Portugal through various networks, including sports (mainly surf), surf industry, sustainable industry, media, public funds, fundraising, education, sponsorships, etc. I coordinated the office in San Sebastián and oversaw team coordination for the worldwide Ocean Initiatives project, which had a generous budget of 300k€.

My strategic collaborations throughout Europe contributed greatly to the organization's success, and I was privileged to be the main point of contact for all English and Spanish collaborations.

Additionally, I took charge of organizing and coordinating the "Global Wave Conference" in Biarritz-San Sebastián in 2011, which had an impressive budget of 80k€, and the participation of a lot of representatives from Surfrider worldwide.

### MCCANN ERICKSON

Senior Graphic Designer | 03/2008 - 01/2011

Barcelona, Spain

Creativity, design, marketing proposals and client presentations for a variety of accounts such as Nestle, Martini, etc. Working hand in hand with the accounts managers.

### DEUTSCHE BANK

Online Banking. Digital Designer | 11/2005 - 01/2008

Barcelona, Spain

Creation of graphics, marketing proposals and contents for the "Online Banking" department.

## EDUCATION

### UNIVERSITAT POLITÈCNICA DE CATALUNYA

Postgraduate Course: TV Project production | 2006-2007

Barcelona, Spain.

### UNIVERSITAT POLITÈCNICA DE CATALUNYA

Master in Internet and Multimedia Production | 2005-2006

Barcelona, Spain.

### UNIVERSIDAD DE MONTERREY

Graduate in Graphic Design and Advertisement | 1998-2002

Monterrey, México.