








PAULA CORTEZO

Marketing, Events Coordinator & Sales

 11/14/1986
 +1 (747) 220 24 75
 cortezopaula@gmail.com

 www.linkedin.com/in/paula-cortezo-10460045/
 www.paulacortezo.com

PROFESSIONAL SUMMARY

Dynamic and detail-oriented professional with over a decade of experience in event planning, guest relations, and project coordination across corporate, luxury, and hospitality sectors. Adept at managing complex schedules, coordinating high-profile events, and maintaining strong client relationships. Proven ability to execute projects with precision, creativity, and professionalism while consistently exceeding expectations.

EDUCATION

Tourism Bachelor

Universidad politécnica de Valencia
2005–2009

2007 Events Organization & Protocol –
Congresses and Public Events by UPV.

2008 Events Management and Organization –
Social & Public Events by EPSG

2010 SMEs Management by EPSG and Instituto
Ideas.

Universidad Politecnica de Valencia

- Currently taking the **Fashion Industry Essentials** online course at Parsons, New York.

LANGUAGE

- Spanish
- English
- German

EXPERIENCE

Co-Founder Kainua Shop

Kainua Shop Conscious Fashion Brand – Switzerland & USA | 2020–Present

- **Business Operations:** Oversaw administrative functions, strategic planning, and day-to-day operations for a conscious fashion brand.
- **Community Engagement:** Build partnerships through sponsorships and events, aligning with brand values and sustainability goals.
- **Creative Direction:** Managed collection development and content creation, ensuring alignment with market trends.

Marketing & PR Manager

The Mint Corner – Sustainable Online Shop | Switzerland | 2019–2020

- **Brand Strategy:** Developed and implemented targeted marketing campaigns, enhancing customer engagement and sales.
- **Event Planning:** Organized promotional events, managing logistics and fostering community partnerships.
- **Content Creation:** Produced engaging social media content to amplify brand presence and loyalty.

Marketing & Event Coordinator

Abama Luxury Residences – Tenerife | 2014–2018

- **Annual Golf Cup & Gala:** Directed all aspects of planning, including budgets, marketing strategies, and VIP guest protocol.
- **Real Estate Marketing:** Managed video and photography coordination for luxury properties, ensuring brand alignment and high-quality deliverables.
- **Press Coordination:** Organized press trips and PR activities, fostering relationships with media outlets to enhance brand visibility.
- **Post-Sales Support:** Served as a liaison between clients and the real estate developer, resolving concerns and coordinating property improvements.

Sales Executive & Events Manager

Grand Hotel El Mirador - Iberostar Group | 2011–2014

- **Weddings & Special Events:** Planned and executed weddings, from vendor selection and budgeting to day-of coordination.
- **Client Relations:** Delivered personalized guest services, ensuring seamless coordination and memorable experiences.
- **Exhibition Representation:** Represented the hotel at national and international trade shows, increasing visibility and driving revenue growth.
- **Fam Trips:** Led site tours and client events to drive sales and build lasting partnerships.