



# PAULA CORTEZO

## Marketing, Events Coordinator & Sales

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### SKILLS

Creativity	██████████
Digital Marketing	██████████
Sustainability Awareness	██████████
Leadership	██████████
Canva	██████████
Meta Business Suite	██████████

### SKILLS & EXPERTISE

- **Event Planning:** End-to-end planning and coordination of corporate, luxury, and social events.
- **Guest Relations:** Personalized service delivery, ensuring exceptional experiences and resolving concerns.
- **Marketing & PR:** Strategic campaign design, media relations, and social media management.
- **Sustainability:** Knowledge of sustainable development goals (SDGs), circular economy principles, and green business models. Experience implementing eco-friendly practices in operations, such as waste reduction, energy efficiency, water conservation, and sustainable sourcing. Ability to assess environmental impact and advocate for responsible consumption and production.
- **Project Coordination:** Managing logistics, budgets, and timelines for complex projects.
- **Technical Skills:** Proficient in Microsoft Office Suite, CRM systems, and project management tools.
- **Budget Management:** Experienced in planning and controlling budgets, optimizing costs, and ensuring financial efficiency across projects. Skilled in expense tracking, supplier negotiation, and aligning spending with business goals.
- **B2B & B2C Sales:** Proven experience in managing both business-to-business and direct-to-consumer sales strategies. Skilled in identifying client needs, building long-term relationships, and closing deals across different channels. Strong understanding of sales funnels, customer behavior, and personalized communication to drive revenue and brand loyalty.
- **Attention to Detail:** Committed to delivering excellent customer service by ensuring accuracy in communication, order processing, and follow-ups. Attentive to client needs, consistently spotting and resolving issues before they escalate, and maintaining a high standard of service at every touchpoint.
- **Languages:** Fluent in English, Spanish, and German.

### VOLUNTEERING

I am a person with a strong sense of social responsibility.

• <b>Second Harvest Food Bank – Irvine</b>	2024 – 2025
• <b>Cypress Village Elementary School – Irvine</b>	2024 – 2025
• <b>Caritas – Tenerife</b>	2011 – 2013
• <b>La Buena Estrella – Food Bank &amp; Soup Kitchen</b>	2014 – 2016