



# PAULA CORTEZO

## Marketing, Events Coordinator & Sales



11/14/1986



+41 767950103



cortezopaula@gmail.com



[www.linkedin.com/in/paula-cortezo-10460045/](https://www.linkedin.com/in/paula-cortezo-10460045/)



[www.paulacortezo.com](http://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

Polytechnic University of 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.

- Currently enrolled in the Hospitality Management Certificate at **eCornell University**  
December 2025 – May 2026
- **Fashion Industry Essentials** by Yellowbrick online course at Parsons School of Design, New York.  
July 2025 – November 2025

### LANGUAGE

- Spanish
- German
- English

### EXPERIENCE

#### Co-Founder Kainua Shop

*Kainua Shop Conscious Fashion Brand – Switzerland & USA | 2020-2025*

- **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.



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### SKILLS

Creativity	<div style="width: 80%;"></div>
Digital Marketing	<div style="width: 75%;"></div>
Sustainability Awareness	<div style="width: 85%;"></div>
Leadership	<div style="width: 70%;"></div>
Canva	<div style="width: 80%;"></div>
Meta Business Suite	<div style="width: 75%;"></div>

### 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