








PAULA CORTEZO

Marketing, Events Coordinator & Sales

 11/14/1986
 +41 767950103
 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

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.



PAULA CORTEZO

Marketing, Events Coordinator & Sales

+1 (747) 220 24 75
cortezopaula@gmail.com

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

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.

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