



PAULA CORTEZO

Events Coordinator, Sales & Marketing

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

2005–2009 **Tourism Bachelor**

Polytechnic University of Valencia (UPV)

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

2008 **Events Management and Organization – Social & Public Events** by UPV

2010 **SMEs Management** by UPV

2025 **Fashion Industry Essentials** by Yellowbrick online course at Parsons School of Design, New York.

2026 **Hospitality Management Certificate at Cornell University**

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 5 – 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 5 - 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.