



PAULA CORTEZO

Events Coordinator, Sales & Marketing

CORE COMPETENCIES

- Group & Event Sales
- Luxury Hospitality
- Client Relationship Management
- Corporate & Social Events
- Business Development
- Contract Negotiation
- Revenue Optimization
- Guest Experience
- Budget Management
- Cross-functional Collaboration
- Project Management
- Problem Solving

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.
- **Luxury Hospitality:** Extensive experience delivering premium guest experiences in luxury hotels and high-end residential developments.
- **Cross-functional Collaboration:** Coordinating Sales, Events, Operations, F&B, Housekeeping, and external suppliers to ensure seamless service delivery.
- **Marketing & PR:** Strategic campaign design, media relations, and social media management.
- **Sustainability:** Knowledge of sustainable business practices, circular economy principles, and environmentally responsible operations.
- **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.

LATEST CERTIFICATIONS

2026 – Cornell University –
Hospitality Management