

## PATRICIA BRAGADO MARIN

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### EXPERIENCE

- ❖ VUELING AIRLINES, Barcelona (Spain). [European low-cost airline] Feb. – Dec. 2016  
**Branding & Advertising:**  
Marketing account executive for The Netherlands and The United Kingdom.  
Execution of advertising campaigns in traditional and non-traditional media with budgets of more than 100k€. Spearhead of coordination between the in-house team, the media agency *Havas* and the creative agency *McCann*.  
Assisting in the creation of radio and TV ads, and graphic artwork reviews.  
Barter transactions with brands such as Deliveroo, Uber, MyTaxi, Treatwell, SkyRadio, WorldRadio Switzerland.  
Airport incentives for advertising at the terminals promoting the routes. Co-branding campaigns with touristic bureaus.  
Execution of BTL campaigns with more than 200k€ budget: planning and scheduling media mix, selection of instagramers, coordination of trips for influencers, guerrilla marketing material, social media engagement contest, communication with vendors, contractors and the in-house departments implicated.  
Monthly benchmark analysis (by *GFK*): Brand awareness, brand recognition, investments, coverage and creativities.  
Budgets and expenses tracking for each campaign and country (Spreadsheets and SAP).  
> Accomplishments:  
Elaboration of marketing plan for the UK and the Netherlands and its presentation to *Havas Media* and country managers.  
Traveling to Amsterdam and London to coordinate and verify the launching BTL campaign on-site.
  
- ❖ KANTIDUBI DSGN, Vic (Spain). [Ephemeral spaces & Visual Merchandising] Sept. 2015 - Sept. 2016  
**Event Producer:**  
Weddings execution and Art Direction; venue rental, invitations (150 guests), table set up, music band, photography and set up decorations made by us with recycling materials and flowers.  
Creation and execution of ephemeral spaces for themed fairs organized by the City Hall with a public of more than 350 thousand people.
  
- ❖ LA FARGA GROUP, Vic (Spain). [Metallurgy company for various industries related to copper] Feb. 2014 - July 2015  
**Marketing:**  
Coordination and management of marketing projects and materials such as catalogues, benchmark analysis, Annual Sustainability Report, ads and articles for metallurgic magazines and trade shows.  
Internal communication: Company magazine *Courevista*, safety campaigns, incentives, interviews, Christmas events and other special occasions.  
Marketing Executive for the *Copper Museum*: scheduling guided visits, monthly report and touristic campaigns with local associations and city halls.  
Executive Assistant of *La Farga Foundation*: coordinating scholarships registration, charity acts and sponsorships.  
> Accomplishments:  
Coordination of the booth's creation in several international trades show exhibitions such as *Innotrans* in Berlin, *Cigre* in Paris, *ExpoComfort* in Milan and *ISH* in Frankfurt. Stand design, logistics, travel arrangements, marketing materials, catering, post-mortem report.  
Partnership with the School of Arts of Vic: donation of copper for the students of Sculpture. The students' art pieces were exhibited in the museum for a few months.  
Workshops: Time Management, Mind Maps, Writing Techniques and Interpersonal Skills.  
**Executive assistant:**  
CEO and GM agendas, meetings and business trips.  
Coordination of Business Goals Excel reviewed for advancement and promotions.  
Events and trade visits organization.

- ❖ [CLOT DELS ROMANS, Vic \(Spain\). \[Lounge cocktail Bar\]](#) [8 months 2013 & 5 months 2015](#)  
**Manager:**  
 Customer service. Organization of musical events for weekend parties and “After Work” weekly event. Search of artists, theme of the event and communication on social media.  
 > Special Cultural Events:  
 Organization of the VIP section at *Mercado de Música Viva de Vic* (music festival).  
 Organization and execution of pop up bars at the *Medieval Market*, *Lactium* (cheese fair) and at the *Sonido de las Casas* (concert festival).
  
- ❖ [CADIRAFINA, Vic \(Spain\). \[Chairs and tables for modern spaces\]](#) [Jul. 2013 - Oct. 2014](#)  
**Marketing & Communication:**  
 E-commerce management (Prestashop).  
 Community management (Facebook, Twitter, Instagram).  
 Creation of a teaser campaign based on street marketing and social media engagement for the new store and new branding concept. Creation of the idea and strategy, working with the external graphic design team, planning the prelude, sending invitations and writing press release for local media.
  
- ❖ [VIALIS, Barcelona \(Spain\). \[Leather and wood women’s shoes\]](#) [Jan. - Dec. 2011](#)  
**Marketing & Sales Internship (4 months):**  
 National sales analytics (Excel).  
 Data base maintenance.  
 Sales at the international shoe trade show *Micam* in Milan.  
**Store Associate (7 months):**  
 Customer service and Visual merchandising. Reception of products from headquarters and from the other *Vialis* stores.
  
- ❖ [BOMB! ESTRATEGAS DE MARCA, Barcelona \(Spain\). \[Communication Consultant Agency\]](#) [Oct. 2010 - Oct. 2011](#)  
**Communication:**  
 Collaboration with XXL (a PR firm) to offer online strategy and communication on social media to *Custo Barcelona*, *Yamamay*, *Efimer* and *Tous*.  
 Advertising campaign on *Spotify* for *Custo Barcelona*.  
 Online research of fashion trends using social media and fashion blogs.  
 Quantitative and qualitative social media data analysis results.  
 > Accomplishments:  
 Running an online contest for *Custo Barcelona* with models at the trade fashion show *The Brandery* (Barcelona).  
 Social media analysis and press clip of the *Manolo Blahnik* for *Tous* event at Rockefeller Center (NYC) managed by the magazine *ELLE*.  
 PR for the book launching *Una Coolhunter en Nueva York* by Gema Requena (partner of the agency).
  
- ❖ [HOTEL AZUL, Barcelona \(Spain\). \[Apartment hotel in the heart of Barcelona\]](#) [Jun. - Dec. 2010](#)  
**Marketing & Sales:**  
 Community management (Facebook, Twitter, TripAdvisor).  
 Executing room sales on several booking platforms (Orbitz, Keytel, Booking, HRS, TravelZoo, Venere).  
 Event planning at the lounge roof top terrace.  
 Sales at the international travel trade show *World Trade Market* in London.

## EDUCATION

- ❖ **Effective Writing.** *Hunter College*, April 2018 (12h class) (NYC, U.S.A).
- ❖ **Event Management.** *University of Barcelona*, Summer school 2015 (75h class) (Barcelona, Spain).
- ❖ **Master in Window Dressing Design & Visual Merchandising.** *Artidi School*, 2011-12 (Barcelona, Spain).
- ❖ **Trends research & Coolhunting.** *Elisava*, Summer school 2010 (20h class) (Barcelona, Spain).
- ❖ **International exchange program.** *University of West Florida*, 2009-10 (Pensacola, FL, USA).
- ❖ **Bachelor’s degree in Advertising & Public Relations.** *University of Vic*, 2006-11 (Barcelona, Spain).
- ❖ **Languages:** Spanish, Catalan, English, Portuguese and I am currently learning French.
- ❖ **Computer savvy:** Mac/Windows, MS Office, Photoshop, InDesign, SketchUp. Google suite and Social media.