



BELEN IBÁÑEZ GARCÍA DE OTEYZA
EVENTS MANAGER & PR
Hospitality - Meeting & Events

+34 676 545 468 - belenchu.ibanez@gmail.com

Madrid - Spain

PROFILE:

Possessing more than 12 years of experience developing and delivering 360° PR & Marketing strategies for global and local excellence-oriented Brands & Services in the Lifestyle, Luxury and Gastronomy fields, I want to apply all the knowledge acquired into the Hospitality industry. Due to my experience on both sides (agency and brand), I clearly understand the requirements of leading creative and effective solutions, being able to ensure Hotel's brand and values are consistently reflected all over the Guest Cycle Stage, to consequently deliver a successful Guest / Client Experience.

Hospitality passionate, Hands-on approach, detail-oriented, proactive, dynamic, easy-going and results-oriented, I consider myself a warm person, with a gift for people, empathy, and thoroughness.

- **LANGUAGES: English C1, Spanish: Native, Catalan: Native, French: A2.**

PROFESSIONAL EXPERIENCE:

COMMUNICATIONS & PR MANAGER - GRUPO BODEGAS PALACIO 1894 (SPAIN) / FEB. 2014 - CURRENT.

Responsible for increasing the company's **awareness** through the development of Communication, Marketing and Public Relations strategies which encompass creative solutions applied to **branding, repositioning** campaigns, or **loyalty programs**; ensuring at the same time an on-budget, strict compliance and implementation of the brand in varied scenarios: **Events, Press and promotion materials, Sponsorships**, etc. Specializing in:

Wine Tourism: Professional in the Wine Tourism Department by defining **Touristic Offer** and **Customer Experience Standards** for the main wineries (Rioja & Ribera del Duero) throughout the group; leading to being ranked as some of the MOST visited wineries regions (2.500 tourists/year).

Hospitality Events: Design of the **Hospitality programs** of the company activities aimed at generating a memorable experience transferring and projecting the brand identity and corporate DNA among stakeholders and clients.

Coordination and monitoring of the following **advertising and media campaigns** addressed to increase brand awareness and repositioning of the core brands in order to support sales.

- **"Glorioso in common"** created to increase brand awareness and rejuvenating the brand's target. ****Best Advertising** Campaign at the IWC Merchant Awards 2016,
- **"Discover the New Ribera"** Viña Mayor first Ad campaign, aimed at transferring the contemporary spirit of the brand's wines (****IWC Merchant Awards** Twice Nominated for the **Best Advertising Communication Campaign**).
- **Peñascal Ice Online Category "Terraceo, Terraceo"** designed to give the brand a fresh new approach and to get more engagement among the Millennial target": 1.243.000 impressions on IG&FB.

LIFESTYLE & LUXURY PR - EQUIPO SINGULAR (SPAIN) NOV. 2009 - OCT. 2013

ACCOUNT DIRECTOR (NOV. 2010 - OCT. 2013)

- **Moët & Chandon Spain: Building M&C New Brand's Territory** by designing and developing tactical actions with the main players of the Cinema industry focused on positioning Moët & Chandon as the Cinema Champagne in Spain:
 - › Coordination of **The Oscars** Spanish Nominated Talents Press Conference in Los Angeles (USA).
 - › Press Trips (**Cannes Film Festival, Roland Garros**).
 - › Brand Sponsorship and press at the **San Sebastián Film Festival, Premios Goya**.
 - › Project manager of the **brand's launch events** and **press presentations** (250th Anniversary), PR Support for the Maison's global specific events. Influencers and KOL'S plan definition.

ACCOUNT DIRECTOR (NOV. 2010 – OCT. 2013) CONTINUES

- **Cinco Jotas** (100% Iberic Jam, Spain's National Treasure): **Repositioning of the brand** by the definition of the *Haute Cousine* performance territory, communicating tone and key messages. Design and coordination as a first phase of tactical actions addressed to **upgrade the brand** image and make it more appealing and desirable to stand out amongst the competitors. KOL'S Plan and **International Tapa Award Event** with the 2* Michelin Stars Pedro Subijana.
- **Heneiken**: Strategic Marketing Plan addressed to **consolidate the brand position** in the Catalan market, by strengthening key ties with strategic agents: Big Event with Press and Celebrities, Sponsorship of the 080 Barcelona Fashion Catwalk, Ambassadors Plan, Sponsorship of Primavera Sound Festival.

ACCOUNT EXECUTIVE (NOV. 2009 – NOV. 2010)

- **Fairmon Rey Juan Carlos I Hotel**: Press Office and Media Relations with trade, travel and lifestyle media to position the hotel as a reference of leisure and a MICE preferred location.
- **Rolex**: Management of the Brands Hospitality during the Banc Sabadell Barcelona Open, becoming one of the main spots for celebrities and high-profile attendees during the tournament.
- **080 Barcelona Fashion Catwalk**: Effective search for sponsors in order to add value to the global catwalk offer while contributing to generate a satisfying experience for the attendees.
- **Marriott / Renaissance Barcelona Fira**: Development of the Hotel Opening Communication plan and press kit, management of spokesmen interviews, in a bid to achieve awareness and press coverage for the hotel at the lifestyle and trade media.
- **Other projects**: Peroni Nastro Azzuro -Italian Beer-; Louis Vuitton.

OTHER WORK EXPERIENCE

ADVERTISING ACCOUNT EXECUTIVE AT GREY GROUP (BARCELONA. SPAIN) FEB. 2009 – MAR. 2009

Ambipur's International Website Launch: Coordination of the Creativity and programming department.

PR & PRESS OFFICE EXECUTIVE ARENALIA COMUNICACIÓN (BARCELONA. SPAIN) NOV. 2007 – NOV. 2008

Brand Awareness Communication Strategy of Dolce Sitges Hotel by designing tactical actions aimed at generating press coverage.

JUN. 2005 – JUN 2007

Hosting Experience, Retail and Customer service in the UK and Spain: Marni, Jigsaw, Massimo Dutti, Zadig & Voltaire, Tate Modern Gallery.

EDUCATION

HOSPITALITY MANAGEMENT CERTIFICATE. CORNELL University. New York. USA / Feb. 2021

THE POWER MBA PROGRAM. The Power MBA / Sep. 2019 – Jun. 2020

LEVEL 2 & 3 WINE & SPIRITS EDUCATION TRUST. The Wine Studio. Madrid. SPAIN / Feb. 2015–Mar. 2018

SUPERIOR PROGRAM OF DIGITAL MARKETING. ESIC. Madrid. SPAIN / Apr. 2017 – Jul. 2017

MASTERS DEGREE IN COMMUNICATION AND FASHION JOURNALISM - IDEC. University Pompeu Fabra. Barcelona. SPAIN /Nov. 2008 – Jun. 2009

BACHELOR DEGREE IN ADVERTISING AND PUBLIC RELATIONS. University de Alicante. SPAIN / Sep. 2002
Jun. 2006: **ERASMUS PROGRAM. ADVERTISING & PUBLIC RELATIONS.** Middlesex University, Hendon, London.
UK / Sep. 2005 – Feb 2006