

Patricia De la Calle Calle



LANGUAGES:

Spanish



English



Italian



Portuguese



TECHNOLOGICAL TOOLS:

Word

Excel

PowerPoint

Outlook

Photoshop

Prezzi

Blogger

Social Networks

OTHER INFO:

- Driving License

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Education

09/2016 - Currently	Master in Digital marketing and Online Strategy <i>Escuela de Negocios y Dirección (Madrid)</i>
2010/2014	Bachelor Degree in Marketing (Bilingual degree) <i>Rey Juan Carlos University (Madrid)</i>
2012/2013	Erasmus Program at Portugal <i>Instituto Português de Administração de Marketing (Porto)</i>
Fall 2013	Munde Program at USA <i>University of North Florida (Jacksonville)</i>

Experience

05/2017 - Currently: Unemployed but assisting and helping managing The Place to Be Agency

- Marketing and communications agency founded by me and my business partner. Brands managed: Freshly Cosmetics, Mia Cosmetics, Guudjob, Savai Madrid, Espacio Eco, Brushboo.

01/2015 –04/2017: Marketing and Communications Assistant Portugal & Spain at KIKO Milano, Madrid

Replacing the marketing & communication manager during her maternity leave.

- Creation and Coordination of Marketing Events: Store openings, special events for seasonal stores, new launches or stores in difficulties to rise retail KPI's
- Development of action plans to improve brand image and awareness
- Liaise with our PR agency for the launch of new collections and the organization of events
- Results measurement and creation of monthly reports
- Internal Communication Plans for new procedures, projects, initiatives
- Support to commercial and marketing activities/initiatives created by our headquarters in Italy
- Support/training to the marketing & communication team/strategy in the UK and France
- Influencers/celebrities search and contact for the different strategies
- Trade marketing: Search of merchandising and material for events, for our staff and for PR mailings: liaising with suppliers and managing the payments
- Social Media plans and coordination

01/2014 – 01/2015: Retail Assistant at KIKO Milano, Madrid

- Managing everything related to the 121 stores in Spain: KPI's, productivity, personnel costs, layouts, promotions, providers' accounts (inventories, stock transfers ...)
- Managing all the internal communications: commercial changes and how to apply them in all the stores, managing motivational contests, development of action plans addressed to sales needs and to increase turnovers
- Implementing and supporting new launches and projects (i.e: launch of KIKO's CRM app)

Conferences

02/2014	Speaker at a conference about Collaborative Consumption <i>University of Extremadura (Plasencia)</i>
03/2012	Speaker at a conference about Personal Branding & Motivation <i>University of Extremadura (Plasencia)</i>
11/2011	Speaker at a conference about Personal Branding & Motivation <i>Rey Juan Carlos University (Madrid)</i>

Publications (Articles/chapters)

09/2015	Contra la Crisis: Consumo Colaborativo <i>Cambios económicos y jurídicos en un contexto de crisis</i> <i>(I.S.S.N. 0212-7857)</i>
09/2012	Finding opportunities in times of crisis. 'Mercadona' case <i>Revista de estudios económicos empresariales (CUP)</i> <i>(I.S.S.N. 0212-7237)</i>
09/2011	Personal Branding: Crea tu marca personal a través de Internet <i>Jóvenes, economía y derecho</i> <i>(I.S.B.N. 978-84-7723-269-8)</i>

Achievements

- ✓ **President's Honor Roll at UNF** (Excellent grade point average in all subjects)
- ✓ **Participant at Jumping Talent 2014** (selected among the 100 best students in Spain)