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PROFILE

I am a resilient, effective and ambitious person. I have ease of learning and eagerness to overcome myself. Thanks to my spirit of group cohesion, I find it easy to work in a team and enhance its performance. Trained to work in environments under pressure and constant changes. I am willing to improve and expand my knowledge.

AREAS OF EXPERTISE

- Project management and leadership.
- Institutional relations.
- Production and execution of events.
- Team management.
- Budget analysis.
- Regional & international Account management and client relations.
- Market analysis.
- B2B / B2C / Consultive Sales.





LANGUAGES

Spanish: native Italian: C2
Catalan: native English: C1

SKILLS

- Interpersonal communication and negotiation skills.
- Deep knowledge of sports and luxury industry.
- Ability to work under pressure and meet ambitious goals.
- Proficiency in CRM tools and sales-related software. (Salesforce - Opera - Envision)
- Organizational skills.
- Knowledge in budget management.

ADDITIONAL INFORMATION

-  Driving license B Class  Full-time availability
-  Willing to travel/ to relocate  Immediate incorporation

EDUCATION

Master
Protocol, events management and business tourism
EAE Business School
September 2021 - July 2023

Bachelor degree
Public relations and marketing management
University of Wales
September 2013 - July 2017

MIREIA SERRANO

EVENT OPERATIONS & VIP HOSPITALITY SALES MANAGER

PROFESSIONAL EXPERIENCE



FC BARCELONA

Senior VIP Sales Executive

FEBRUARY 2024 - CURRENT

- Responsible for VIP sales and client portfolio management, achieving 120% of the annual sales target.
- Management of the full sales cycle from prospecting to closing high-value deals.
- Development of marketing and commercial strategies to drive revenue growth.
- Implementation of loyalty programs and customer insight strategies to increase retention.
- Leadership and performance management of the sales team, driving motivation and achievement of targets.
- Onboarding, training, and ongoing development of new and existing team members.
- Monitorino, analysis, and reporting of KPIs and sales performance metrics to management.
- Coordination with cross-functional departments to optimize operations and customer experience.
- Contribution to process improvements to increase efficiency and sales performance.

Event Project Manager

NOVEMBER 2021 - FEBRUARY 2024

- Directed production of 200+ events annually, including summits, press conferences, product launches, galas, assemblies, and institutional acts, with up to 60,000 attendees.
- Led high-profile events for men's and women's first team, as well as presidential and board-level functions, ensuring flawless execution and brand impact.
- Managed sponsorship activations, maximizing partner ROI, brand engagement, and commercial growth.
- Oversaw cross-functional teams, including event staff and sales, providing leadership, coaching, and performance management.
- Controlled budgets, contracts, suppliers, and logistics to deliver large-scale, high-impact events efficiently.
- Maintained event pipelines, lead tracking, and strategic planning driving long-term business development.

Event Project Coordinator

SEPTEMBER 2019 - NOVEMBER 2021

- Managed on-site and hybrid events, overseeing full operational execution from setup to dismantling.
- Supervised assembly and dismantling processes, ensuring safety, quality, and efficiency.
- Led and coordinated event staff, providing guidance, scheduling, and performance management.
- Coordinated suppliers and vendors, ensuring timely delivery of materials and seamless operations.
- Maintained strong client relationships, ensuring expectations were met and events exceeded standards.



THE ABU DHABI EDITION

Events & Marketing Coordinator

JULY 2018 - JULY 2019

- Supervised on-site events, ensuring smooth operations and high-quality execution.
- Coordinated suppliers, vendors, and event staff, optimizing workflows and teamwork.
- Developed and supported digital marketing strategies to enhance event visibility and engagement.
- Managed social media presence and client interaction, ensuring consistent brand communication.



ARETTÉ MANAGEMENT

Booker & Junior Project Manager

DECEMBER 2016 - JUNE 2018

- Managed advertising and digital projects for represented artists, ensuring timely execution and high-quality deliverables.
- Coordinated scouting and casting processes, overseeing talent selection, auditions, and follow-ups.
- Negotiated contracts, managed budgets, and maintained strong relationships with clients, agencies, and vendors.
- Developed schedules and project plans to maximize artists' exposure and commercial opportunities.