

LUISA MORALES

Marketing Director, innovation & creativity

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EXPERIENCE >

- **Head of Marketing. 2019 - now**
Pink Albatross. Vegan Ice cream. Madrid.
Reporting to CEO, I'm in charge of creating and organizing the Marketing Department, defining processes and guides, and holding all the marketing department activities.
Responsible for establishing and developing the Marketing plan and its implementation online and offline.
- **Digital Transformation Tutor. 2019 - now**
ISDI. The business school for the digital era. Madrid.
Supervising Student's projects to assure that the students follow the Backlog and maintain the high standards required while applying the knowledge acquired in the learning program.
- **E-commerce Tutor. 2019 - now**
ISDI. The business school for the digital era. Madrid.
I'm mentoring students in the creation of real e-commerce businesses, the go-to-market plan, execution, analysis and optimization to achieve real sales.
- **Mentor, Speaker and Volunteer. 2013 - 2017**
Benvenuto International Club. Monza. Italy.
As an active member of the club I held different positions, including leading several workshops in the use of internet for self working, starting business, personal branding...also organizing and coordinating fund raising for different charities.
- **Founder and CEO. 2006 - 2013**
lepreg. Fashion brand and store for pregnant women. Barcelona.
Leading a team of seven people and other collaborators, I started my company from scratch and together with the team, I developed three different channels: B&M, B2B, and online, to achieve 400K € in revenues in 2009.
- **Brand Manager Mass Market Fragrances. 2002 - 2006**
Puig Beauty and Fashion. Barcelona.
Reporting to the Marketing Director, I was in charge of creating and launching new brands every year and developing several established brands, such as Don Algodon (market leader) Amichi, Carmen Sevilla, and others. I was in charge of creating and implementing the marketing plans for each brand, including market analysis, media, sales presentations, P&L, etc.
Managing a team of three and 20M € in revenues with a marketing budget of 2M €
- **Product Manager Toys with Candy. 1998 - 2002**
Chupa Chups. Barcelona.
Reporting to the Brand Manager, I was in charge of developing different products with R+D in China, according to kids' preferences. I was also responsible for the Launching plans, marketing budget, planning production, and stocks.

EDUCATION >

- **MIB. Master in Internet Business. Class 2019**
ISDI. The business school for the digital era. Madrid.
- **Digital Marketing. 2013**
Rutgers Business School. Monza. Online.
- **Bachelor in Advertising & PR. Class 1994**
UAB. Universitat Autònoma de Barcelona.

INTERESTS >



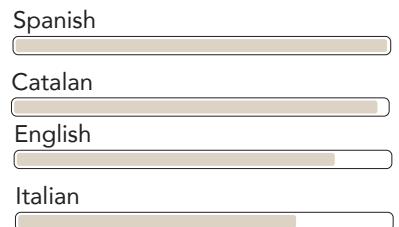
ABOUT ME >

I'm a self-starter, passionate, creative, and problem-solver with excellent leadership and communication skills. Enthusiastic, committed, and capable of engaging and motivating high performing teams. I am used to collaborating in a global environment with multicultural, multilingual, and multitasking teams.

AWARDS >

- "MIB Excellence Award". Best Digital Transformation project. Madrid. Class of 2019
- "Best Young Entrepreneur of the year". Finalist. Barcelona 2007
- "Barcelona. The World's Best Shop". Barcelona 2007 lepreg. Finalist as most innovative Retail start-up

LANGUAGES >



TECHNICAL SKILLS >

