



Las Rozas – Madrid  
14/10/1977

### Aptitudes principales

Microsoft Office  
Estrategia de mercadotecnia  
Dirección

## ID-52157 Julio

Corporate Event Planner, Director for Sports and Leisure sector.  
Sales and PR Strategy for the Luxury Industry  
Las Rozas de Madrid, Madrid, España

### Experiencia

#### Freelance

Event Planner and marketing consulting for MICE & Luxury sector  
agosto de 2019 - Present

- Venuemanager
- Event planning
- Luxury Industry Relations, Partnerships and Memberships
- Development of the Marketing, Sales and PR Strategy -regarding to sports, leisure and luxury-
- Implementation of co-branded strategies

#### Madrid Fly

Sales and PR Strategy

mayo de 2018 - agosto de 2019 (1 año 4 meses)

Las Rozas de Madrid y alrededores, España

- MICE Industry Relations, Partnerships and Memberships
- Development of the Marketing, Sales and PR Strategy -regarding to MICE industry-
- Strategy and Associations Management (Eventoplus, Madrid Convention Bureau, Venuesplace, etc).
- Sales development management (Hotels, Luxury Sector & associations, etc).
- Creation of specials experiences portfolio for tourists and customers.
- Organization of corporate, VIP, and private events
- Implementation of co-branded sales strategies

#### Awattos Corp.

Associate Founder

2005 - 2016 (12 años)

Caracas, Venezuela

Appraisal, evaluation, certification, repair, purchase and sale of national and international jewelery items.



(LinkedIn)

## Aptitudes principales

Microsoft Office

Estrategia de mercadotecnia

Dirección

## Cartier

Assit. Manager Boutique and Post service

2000 - 2004 (5 años)

Caracas, Venezuela

- Assist to the Boutique General Manager in all areas
- Sales and VIP post services.

---

## Educación

### Asociación Española de Tasadores de Alhajas

Gemologist Master and International Diamond Grader Grade Especialistas en Diamantes y Piedra Preciosas - Specialist in Diamonds

#### Título HRM ANTWERP GEMMOLOGIST

- Certified Diamond Grader Luope 10 X
- Certified Diamond Grader Advanced
- Certified Fancy Colors, Synthetic and imitations diamonds Título HRD ANTWERP

#### CERTIFIED DIAMOND GRADER HRD GEMMOLOGIST MASTER GRADUATE

(HRD Gemólogo maestro)

#### HRD GEMÓLOGO MAESTRO

(Madrid-España)

- Identification and certification of precious stones such as gems, pearls or diamonds
- Gemological reports for the sale of a jewel.
- Valuation of jewels, in order to ensure authenticity in inheritance processes, loans, etc.
- Gemological training.

---

## Idiomas

Español Nativo

Inglés Nivel Avanzado