

**PROFESSIONAL EXPERIENCE****June 2007 – Present: Strategic Accounts and Online Marketing Director. Mirai Travel (*HotelSearch.com*)** **Madrid**

- Strategic Accounts: 6 clients – 430 hotels under my supervision – 55% of hotels available at HotelSearch.com. Renegotiated 6 contracts (3 under serious risk of cancellation) with major Spanish hotel chains increasing room allocation and revenue (+35%). Leading a team of one account manager and two administrative workers.
- Online Marketing: In charge of developing the digital marketing strategy from scratch. Increased clients (hotels) with presence in Search Engine Advertising Programs from 80 to 600, generating around 20% of the portal's traffic. Increased sales through online marketing by 150%. Leading a team of three externals and currently recruiting one-two full time positions to manage more than 5.000 hotels-campaigns in the short term.

July 2005 – May 2007: Market Manager. Expedia Inc **Madrid**

- Contracting and Revenue: Increased number of hotels available in my areas by an 80%, up to 450 (with a team of two Sales Managers and three Market Coordinators) generating a 95% Year-over-Year revenue growth. (Average growth of the Spanish team was 42%). Managed the largest number of hotels with the highest YoY Growth being the youngest Market Manager ever hired by Expedia Spain.
- Relationship building: Maintained close relationships with multicultural managers, peers, subordinates and suppliers. Helped the team to become more efficient and to increase cohesion. Participated actively in the organization of 2 massive events (400 and 300 colleagues and suppliers) and many other smaller team building activities. Regarding suppliers generated a 180° turn in a much damaged and crucial relationship between Expedia and Serhs Tourism, the biggest wholesaler in Spain that provides Expedia with 15% of the available hotels in the Spanish market.

June 2004 – Present: Owner and Administrator *PrivateHousesCuba.com* **La Havana- Madrid**

- Currently running a portal for vacation rentals of private houses and rooms in Cuba as an alternative to hotels and tourist resorts. Very low resource allocation. To make it possible, I created a partnership with a Cuban location manager, a Spanish engineer and a French web designer, all specialised in tourism.
- More than 200 "houses" available on the site with very good positions on "Natural Listings" of the main Search Engines providing a monthly traffic of 3.000-3.500 unique users and some 30-40 effective bookings. I believe this project has an interesting growing potential.

October 2003 – June 2005: Internet Sales Manager. Majestic Hotel Group **Barcelona- Paris**

- Created the best online distribution platform in Spain for an independent hotel (The Majestic five-star hotel). Managed a project based on a new website (www.hotelmajestic.es) with 6 companies and 22 external people involved. After 4 years, it remains as a reference in the Spanish hotel sector from the perspective of sales volume, features and image.
- Generated 107% revenue growth in online sales up to €3M/year. After taking responsibility, only 15% of the hotel's reservations were generated through the internet. Upon my departure, online sales meant 28% of the reservations. (The remaining 72% was managed by a team of 17 people).

October 2001 – October 2003: Market Manager Barcelona. Mirai Travel (*HotelSearch.com*) **Barcelona**

- Opened company's second office (Barcelona) at age 23. Pushed the assigned market to the first position, overtaking Madrid as the main income source for the company. Relationship held with 106 hotels.
- Sold highly innovative online distribution projects for hotels of all sizes and categories increasing significantly the usage of the Internet at the area as a sales channel. Supported one of my clients to attain national leadership in electronic sales through their own website: www.grandmarinahotel.com

EDUCATION**Present:** Pursuing a second 5 year Bachelor's degree in Law while working. Complutense University of Madrid **Madrid****1996-2000:** 4 year Bachelor's degree in Business. Autónoma University of Madrid **Madrid****1999-2000:** EU Erasmus Programme in Business. Rotterdam School of Economics – Erasmus Universiteit **Rotterdam****SKILLS AND INTERESTS****Languages:** Spanish (native), English (fluent - TOEFLE 107/120), Italian (Intermediate) and French (basic).**Courses and seminars:** Internet Advertising (2001), Advertising and Packaging (2001), Dream weaver (2004), Flash (2004), Advanced Negotiation Skills (2006) and Digital Marketing (2007).**Other professional experiences:** While studying my first degree, worked part-time as a waiter (4 years), as a photography assistant (4 years) and as deckhand on a pearling vessel in North-western Australia (2 months).**Personal interests:** Photography, travelling, reading, theatre, salsa dancing, scuba diving and skiing.