

RÉSUMÉ

PERSON

34y

LAURA GALMÈS SCHWARZ

Since 18 03 1986



Nationality & Origin
Spanish / German
Palma de Mallorca, Spain

Lived in
**Palma de Mallorca, Barcelona,
London, Hamburg & Madrid**

Communicates in
SPA / CAT / GER / ENG / FRA

Mindset

- > **You don't get a second chance to make a first impression.**
- > **Creativity is the future of business.**
- > **Hybrid profiles and multitaskers optimise processes and costs.**

Promise

- > **I apply design thinking to business strategy, turn chaos into order, focus on solutions and get things done properly.**

Likes



Contact

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EXPERIENCE

10y

BRAND, MARKETING & BUSINESS CONSULTANT

09 2018 - Present / Palma de Mallorca 1y 10m

Brand & Communication Manager (interim)

The Intl. Football Association Board / 11 2020 - present / Zurich

Brand & Communication Manager (interim)

Abrantix Payment Technology / 10 2020 - present / Zurich

Strategy & Brand Director (contract)

BrinkertLück Social Campaigning / 07 2020 - present / Hamburg

Strategy & Creative Account Director (contract)

TwelfthMan.co Sports Agency / 11 2019 - present / London

Marketing & Strategy Advisor (contract)

Value Group Financial Consultancy / 04 2020 - present / Palma

Communication & Expansion Manager (interim)

Es Reboast Mallorcan Restaurants / 11 2019 - present / Palma

Chief Marketing & Business Strategy Officer (interim)

Anytime Fitness Germany / 12 2018 - 04 2020 / Gütersloh

HEAD OF BRANDING AT JUNG VON MATT

08 2013 - 07 2017 / Hamburg 4y

Brand Management (Customer Acquisition, Brand & Marketing Strategy, Omnichannel Campaigning, Creative Direction, Brand Activations) + Team & Project Management + Client Services.

IHF Handball World Cup 2019, German Football Federation, FIFA, German Olympic Committee, FC Schalke 04, FC Ingolstadt, adidas, Fitness First, CDU Political Party, Hamburg Elbphilharmonie (...).

>> Jung von Matt > Most Awarded Agency in Germany and Best Independent Agency in the World at Cannes' Lions 2018.

>> Elbphilharmonie Hamburg / 11x Art Director's Club Awards, 1x GWA Effie, 1x Cannes Lion, 1x Digital Communication Award.

>> CDU Campaign Activation / 4x Art Director's Club Awards, 2x New York Festivals Awards.

CREATIVE DIRECTOR & PM AT DESIGNWERK

01 2011 - 06 2013 / London 2y 6m

Creative Direction (Brand Activations & Events, Brand Identities, Digital Experience Design) + Account Management + Client Services.

UEFA (incl. 3x Champions Festivals, Champions League Final Identities & other projects), 34th America's Cup, Lagardère, Superbikes, Fédération Equestre Internationale, International Tennis Federation, (...).

>> UEFA Champions Festival 2013 (Olympic Park, London) > Gold "Best use of Technology" at the Sports Event Management Conference.

ART & DESIGN DIRECTOR

08 2008 - 12 2009 / Barcelona 1y 4m

Freelancer at wearemucho.com & losiento.net (among others).

SKILLSET & SERVICES

Brand & Marketing Management
Business Audits with Design Thinking
Brand Identities & Corporate Documents
Information Design & Website Design
360° Omnichannel Campaigning
Corporate Events & Brand Activations
SEO/SEM Optimisation Strategy (WIP)
B2C/B2B, Franchising & Pitching
Account Direction & Team Management

EDUCATION

6y

MBA

BUSINESS & ADMINISTRATION

09 2017 - 09 2018 / Madrid

IE Business School

Focus on Marketing, Strategy, Team Management & Entrepreneurship. Intake with 60+Nationalities.

>> IE ranked world's #8 MBA in Financial Times '18
>> Personal Score: Top 13% of intake / GPA 3,73

MA

BRANDING & IDENTITY

01 2010 - 12 2010 / London

LCC - University of the Arts

>> Final Project Awarded with Distinction.

BA

DESIGN & COMMUNICATION

09 2004 - 06 2008 / Barcelona

Eina - Universitat Autònoma

360° professional training + multidisciplinary projects with Interior & Industrial Designers.

>> Final Grade 9/10.

★ TOUGH CONVERSATIONS

Executive Training / 2016

Bridgehouse Seminars, Hamburg

★ PROJECT MANAGEMENT

Evening Course University Degree / 2012

London City University, London

★ FRENCH A1-B2

Classes & Séjour Linguistique / 2009

Institut Français, Barcelona & Bordeaux