



# Andrea Bermejo

Assistant

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Copenhagen, Denmark 2200

## PROFILE

I am passionate about working with events and hospitality and have extensive knowledge of event planning, management and execution. Working with deadlines and communicating with teams and stakeholders are where I excel and thrive. I am highly motivated to continue learning and improving my craft.

## EDUCATIONAL BACKGROUND

### 2019 - 2020 MSc in Event Management

Universidad Rey Juan Carlos, Spain

- Relevant courses: Cultural and Corporative Events, Marketing and Communication in Events, Stage Management and Design, GPA: 8,6/10
- Thesis project: Digital Marketing Strategies in Anime and Manga Events, GPA: 9/10

### 2015 - 2016 Exchange Semester

Nanzan University, Japan

- Courses focused primarily on: Japanese Business, Economy, Culture and Language

### 2013 - 2018 BSc in Japanese Studies

Universidad Autónoma de Madrid, Spain

- Relevant courses: Japanese History, Art, Literature, Language, Economy and Business
- GPA: 7,9/10

## EXPERIENCE

### Head of Event Management

Make Impact Start-Up, Denmark

October 2020 to March 2021

Achievements

- Planned, organised and executed 5 partnership online events, e.g the Brandathon, the CBS Green Week events and the Investor Speed Dating with Copenhagen Business School and HC Anderson Capital
- Built the community brand from scratch and developed event strategies
- Promoted 5 online events working closely with the marketing team
- Managed a group of 6 team members to efficiently perform the tasks requested

### Sales and Marketing Manager

Team Zwatt Start-Up, Denmark

August 2020 to October 2020

Achievements

- Communicated with over 1000s clients in different parts of the funnel through Hubspot
- Created weekly SoMe content and email marketing strategies to attract people to the webinars

### Organising Committee member at Edition VII of Event and Communication Congress

Isemco University, Spain

Internship: March 2020 to July 2020

Achievements

- Searched for the claim of the event, 5 sponsors, 5 speakers and the venue
- Planned, organised and executed 10 different activities

## SKILLS & PROFICIENCIES

- Interpersonal Communication
- Language Learning
- Community building
- Digital marketing
- Microsoft Office
- Adobe Photoshop and Illustrator
- Hubspot
- Slack and Trello

## CERTIFICATION & VOLUNTEER WORK

### Digital Marketing Certificate

Google Digital Workshop

2020

- Online course covered the fundamentals of digital marketing, and help grow one's business and career

### Activities Coordinator

Red Cross Spain

2013 - 2014

- Collaborated with a team of 5 volunteers to create and organise outdoor and indoor activities for immigrant children after school

## LANGUAGES

- Spanish: Native
- English: Fluent
- Japanese: Professional Working Proficiency
- Portuguese: Elementary Proficiency
- Danish: Elementary Proficiency

## INTERESTS

- Cooking
- Japanese culture
- Languages
- Hiking
- Yoga
- Interior design
- Art