

LOLA MARTINEZ

Freelancer (Remote)



I have completed MIM double degree with distinctions in France and Thailand where I have received trainings in business strategies, development and marketing. I have been working for more than 9 years across the globe in the Hospitality & Travel industry from start-ups to European leaders. During those experiences I took charge of a wide range of administrative, project management and analytic tasks. Because I was often involved in the company development, marketing has always been part of my duties. Thanks to this experiences, I am confident in providing a stand out virtual assistant and marketing service as a freelancer through my company *OUTZAIR*. We focus on helping businesses that promote Human & Nature connection as it is what inspires me the most.

EMPLOYMENT HISTORY

Partnership Manager & Travel Designer - March 2020 to August 2020 *Hacker Paradise start-up, remote worldwide*

Partnership management (affiliation, membership, cross-promotion strategy, exclusive discounts). Market researches and destinations design, managing relationship with suppliers, negotiating contracts and rates. Supporting the Marketing Director for social media management and digital content creation.

Marketing Assistant & Logistic Manager - 2019 (1 year) *at Kinnarys Tailor Made DMC, Thailand*

Strategic development planning (Social Media management, Strategical partnerships, product development). Implementing efficient internal working process with the team to reach higher clients satisfaction levels. Editing digital & print visuals and writing content to attract and convert more clients. Responsible for customer relationship prior, during and after the travel. Being responsible for the smooth run of the office while the directors are absent. In charge of operations for each travel (Management of office, guide and driver teams).

Logistic Manager 2018 (6 months) *at Allibert Trekking Tour Operator, Alps, France*

Taking part in the product portfolio management and analysis. Researching and contracting with new providers and partners. Organizing and booking for a large number of travels (50+ in the same time) transportation, accommodations, restaurants, guides and tours (Management information system). Following up payments and controlling margin, researching and contracting with new providers and partners. Providing sales support.

Travel Designer - 2016 (5 months) *at Sky Peru, Incoming agency, Arequipa, Peru*

Touristic product development based on destinations' assets and client-centric data analysis. Strategic partnerships development. Content Marketing - Articles (SEO), social media supports, advertisement campaigns, flyers.

Assistant Digital Marketing Director - 2017 (5 months) *at Valmorel Ski Resort, Alps, France*

Planning a one year digital marketing strategy to improve the brand awareness based on brand identity, data collection and analysis. Setting up an iterative approach while deploying the digital strategic plan. Standardizing success measurement thanks to KPIs and reporting. In charge of the daily social Media Management.

Additional experiences in France, New Caledonia, Spain and Australia at the following positions:

- Assistant Director in hospitality (5 months)
- Receptionist and booking agent (9 months)
- Hotel Animator - Guide (9 months)

LANGUAGES

- ● ● ● ● ● French
- ● ● ● ● ● English
- ● ● ● ● ● Spanish

SOFTWARE Office, Slack, G-suit, Creative Cloud, Project Management tools

EDUCATION

2013 - 2014

Professional training Hospitality Manager Center Afa, Corsica, France

2015 - 2016

Bachelor of International Tourism Management with Distinction, Uni. Cergy Pontoise, France

2016 - 2018

Master of International Management Double Degree with Distinction, Toulouse School of Management, France, and College of management, Mahidol University, Bangkok, Thailand