



PROFILE

Marketing student with a strong interest in brand building, consumer insight and communication. I enjoy working in teams and creating meaningful connections, I'm highly organised, and creativity and unconventional thinking define me.

CONTACT

PHONE +34 682 700 392
EMAIL paolacerrudo@gmail.com
LINKEDIN Paola Cerrudo García
BASED Madrid, Spain

LANGUAGES

Spanish	Native
English	Bilingual (C1)
German	B2
French	A2

All levels officially certified.

PORTFOLIO

paolacerrudo.netlify.app

TOOLS

Word	Advanced
PowerPoint	Advanced
Canva	Advanced
ChatGPT · Claude · Gemini	Advanced
Excel	Intermediate
Mailchimp	Intermediate
Semrush	Intermediate
Lovable	Intermediate

MOBILITY

Driving licence and own car.

Paola Cerrudo

PAOLA CERRUDO GARCÍA

GLOBAL MARKETING MANAGEMENT

● AVAILABLE JANUARY 2027 · 6-MONTH INTERNSHIP · MADRID
INTERNSHIP AGREEMENT WITH ESIC UNIVERSITY

I'm here to add with purpose, create with soul, and leave the world a little more beautiful.

EXPERIENCE

Ski instructor

2020 – PRESENT

Sierra Nevada

My goal is to create a safe, fun and trusting environment where every student feels seen, enjoys the process and leaves with an unforgettable experience, working with international clients from the UK, France and Germany. Background as a competitive skier for five years.

Community manager

2023 – 2025

Colegio Mayor Santa Cruz la Real

Social media management and digital content creation to communicate activities, strengthen the residence hall's identity and encourage participation from its student community.

EDUCATION & CERTIFICATIONS

Degree: Título Superior in Global Marketing Management

2023 – PRESENT

ESIC University

Academic-excellence scholarship every year of the programme.

International term, Luxury Marketing

2026

EBS Paris

Swans International School

2009 – 2019

International Baccalaureate (IB) Programme · Bilingual English education

Inside LVMH Certificate

2025

Luxury ecosystem, specialised in Creation & Branding and Retail & Customer Experience.

International NLP Certification

2024 – 2025

International Trainers Academy of NLP (ITA)

Sports Technician in Alpine Skiing, Level 1

2020

SKILLS

SOFT SKILLS

Empathetic, persuasive communication

NLP certification in active listening, rapport and persuasive communication.

Client care

Ski instructor since 2020, offering a personalised approach tailored to each student.

Teamwork and leadership

Collaborative academic marketing projects, from research to final proposal, including team coordination and spokesperson roles.

Organisation

Community manager alongside full-time studies and an academic scholarship.

Strategic creativity

Brand concepts and communication proposals in academic projects such as RESACA, Tranquiletea and ZaraCloset.

Discipline and resilience

Five years as a competitive skier.

HARD SKILLS

Brand creation

RESACA, Tranquiletea, ZaraCloset

Market research and consumer insight

K-Rousel, Zurita de la Vega

Growth and digital strategy

Ryanair, Too Good To Go, Barceló

Social media and content

Event organisation

Co-organisation of the Calor y Café charity event at university.

Email marketing, SEO/SEM · Photo and video editing