

LUISA MORALES ESCUDERO

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MAIN EXPERIENCE

O'PADEL. Padel Fashion Brand Co-founder.	Madrid. Spain 2022 – Present
<ul style="list-style-type: none">- Creating and launching the new brand from conceptualization and business planning to actual sales in the Middle East and Europe translating a business trend into an innovative idea.- Responsible for product design, business management, and marketing development.	
Notsobasic.es. Fashion E-commerce Business Owner	Madrid. Spain 2021 – Present
<ul style="list-style-type: none">- Creating and developing the e-commerce and marketing strategy and its implementation understanding all the phases of the product cycle.-	
ISDI. The business school for the digital era. Mentor, Facilitator and Teacher.	Madrid. Spain 2019 – Present
<ul style="list-style-type: none">- Mentoring teams in various In-Company Innovation programs, focusing on digital transformation and innovation for Tier-1 companies using Design Thinking, Lean Startup, and Agile methodologies.- Mentoring teams in E-commerce programs, guiding the development of real e-commerce shops involving Shopify, Google Ads, Meta advertising campaigns, and data analysis with Google Analytics.- Facilitating new business opportunities workshops and bootcamps through different tools such as empathy map, ecosystem map, value proposition, business model, customer journey, etc.- Teaching digital marketing, target tools and open innovation methodologies.	
Pink Albatross. Vegan Ice cream. Head of Marketing.	Madrid. Spain 2019 - 2020
<ul style="list-style-type: none">- Responsible of establishing and organizing the Marketing Department, defining guidelines, and overseeing all on and off activities.- Responsible for ideating and developing the Inbound and outbound Marketing plan and its implementation online and offline involving advertising campaigns, P&R activities, events, etc.	
Benvenuto International Club. Mentor, Speaker and Volunteer.	Monza. Italy 2013 - 2017
<ul style="list-style-type: none">- Led workshops on internet utilization for self-employment, starting businesses, and personal branding, assisting over 50 women in launching their own careers.- Organized and coordinated fundraising activities for different charities, supporting 15 projects in the Milan area.	
Lepreg. Fashion brand and store for pregnant women. Founder and CEO.	Barcelona. Spain 2006 - 2013
<ul style="list-style-type: none">- Launched my first company translating consumer needs into a success business. Led a team of 7 and developed three selling channels: a store close to Passeig de la Gràcia in Barcelona, B2B, and e-commerce, generating revenues up to 400K € in three years.- In charge of product design and development, branding, marketing, P&L and human resources.	
Puig Beauty and Fashion. Brand Manager Mass Market Fragrances.	Barcelona. Spain 2002 - 2006
<ul style="list-style-type: none">- Led the process of creating and launching different brand fragrances annually, such as Flor de Algodón, Yatch Man, Mio Amichi and others in collaboration with a multi-disciplinary team with design, purchases, sales and R+D departments.- Responsible to develop established brands, such as Don Algodón (Spanish market leader with an 5% of market share) Amichi, Carmen Sevilla, and others.- Leading the creation and implementation of marketing plans, including market analysis, media result analysis, sales presentations, packaging, promotions, public relations, and marketing P&L contributing to business development & client management- Managing a team of three and 20M € in revenues with a marketing budget of 2M €	
Chupa Chups. Product Manager Toys with Candy and Bubble gum.	Barcelona. Spain 1998 - 2002
<ul style="list-style-type: none">- Leading the development of several products in collaboration with R+D in China, selling over 50 million units in more than 150 countries, developing quantitative and qualitative research investigations to understand kids needs and aspirations and translating them to disruptive products and services, such as Henna Tattoo bubble gum (15 million units sold in two years)- Responsible for the launching plans, marketing budget, planning production, and stocks.	
AWARDS	
<ul style="list-style-type: none">- MIB Excellence Award. Best Digital Transformation project.- Best Young Entrepreneur of the year. Finalist.- Barcelona, The World's Best Shop. Finalist as most innovative Retail start-up for Lepreg.	Madrid. 2019 Barcelona. 2007 Barcelona. 2007
EDUCATION	
<ul style="list-style-type: none">- ISDI. The business school for the digital era. MIB. Madrid. Master in Internet Business.- Rutgers Business School. Online. Digital Marketing.- UAB. Universitat Autònoma de Barcelona. Bachelor's degree in advertising & PR.	Madrid. Class of 2019 Monza. Italy. 2013 Barcelona. Class of 1994
OTHERS	
<ul style="list-style-type: none">- Scrum Master Certified- Languages: Spanish and Catalan (Native); English and Italian (Fluent)- Proficient in Power Point, Excel, Keynote, Illustrator, Photoshop, Canva, Slack, Trello, Mural, Vision, Balsamic and other collaborative design tools.- Volunteer: International Club Monza. Italy.	