



Aída Hidalgo Bravo

Event Producer at The Run To

London, UK

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Languages

English

Spanish

About

I consider myself creative, a problem solver, hard-working, and someone that will never turn down an opportunity to learn.

A bright, energetic people-person who is always excited to meet new people and learn from them through the sharing of ideas, experiences, and adding to my constantly expanding views of the world.

I enjoy pushing the limits and will always take on a challenge.

BRANDS WORKED WITH



Experience



● Event Producer

The Run To | Jan 2023 - Sep 2024

● Brand Activation Manager

Katlist | Sep 2021 - Jan 2023

Key clients - Casamigos Tequila | CÎROC Vodka | Don Julio Tequila | Courvoisier | Santiago de Cuba Rum

- Developing creative strategies for several accounts, pitching them to the client and later leading the execution
- Managing and executing a creative activation from initial idea to final product worth up to £100,000
- Line manager to a PR assistant on a day to day basis
- Heading up the event department while handling brand sponsorships agreements
- Efficiently managing client relationships and budgets
- Overseeing several influencer campaigns simultaneously while under pressure
- Leading the creative process and seeding of branded PR gifting
- Collecting data daily in order to create monthly reports
- Nurturing and up keeping relationships with VIPs | influencers | key press
- Working collaboratively with the team for event ideation, mailing concepts, partnerships, gifting lists, etc

● Senior PR, Activation & Marketing Executive

Katlist | Mar 2021 - Aug 2021

● Account Executive

Katlist | Oct 2020 - Feb 2021

- Efficiently drafting and distributing press releases, invitations and articles to the media
- Developing creative strategies for several accounts ready for client pitching (PR / Activation / Influencer / Gifting Strategies)
- Leading the distribution and preparation of media and influencer gifting
- Working collaboratively with team for event ideation, mailing concepts, partnerships, etc
- Proactively monitoring all media, print, digital and social channels for brand coverage and competitor activity
- Compiling and collecting data daily in order to create monthly reports
- Participating in weekly brainstorming and planning sessions



● Event Planner

Another A Story | Jan 2020 - Sep 2020

(Key clients - Dior, Sothebys, Chanel, Louboutin, Harry Winston, Estée Lauder, Laura Mercier, Krug)

- Efficiently collaborated with the CEO and client director to ensure the creative vision for the event was met resulting in 15+ successful events
- Interim team leader at events during set-up, de-rig and project management duties
- Created dynamic pitch presentations resulting in new clients
- Managed a client project worth up to \$10,000 which was highly successful within the beauty field
- In charge of overseeing suppliers throughout the creation of bespoke items while leading the creative process
- Organised and kept track of orders in preparation for the event with the use of excel and google docs
- Prioritised workload and effectively coordinated multiple projects in a dynamic environment
- Contributed ideas during strategic and conceptual brainstorming sessions which were then executed
- Collectively planned from initial concept to final product the creation and production of 2+ online worldwide events and PR mailers
- Communicated directly with suppliers ensuring the deadlines were met
- Prioritized client satisfaction while keeping close relations
- Supported the team in preparation for final budget and invoicing

Below a list of projects I recently worked on which include:

- Hourglass product launch cocktail
- Dior launch influencer trip (South Hampton)
- Laura Mercier launch influencer trip (Courchevel)
- Lancome Bafta suite
- Estee Lauder product launch breakfast
- Laura Mercier influencer trip (Miami)
- Laura Mercier PR Mailer
- Estee Lauder PR Mailer
- Becca Cosmetics PR Mailer

● PR Assistant

KCD | Apr 2018 - Jun 2018

- Distributed samples to publications, stylists and KCD offices worldwide managing different projects at once
- Tracked media coverage and PR metrics which is vital for brand success
- Project managed during fashion week events and VIP appointments
- Designed monthly brand reports for 5+ clients



● PR Assistant

Ralph Lauren | Feb 2018 - Apr 2018

- Created daily, weekly and monthly reports for Mr. Ralph Lauren following company guidelines
- Developed the database used to keep track of showroom samples therefore improving the system and facilitating the job for future interns
- Provided administrative support to the Marketing & VIP teams
- Assisted with event presentations for senior management

● Team leader at LFW

Kristian Aadnevik | Feb 2018 - Feb 2018

- Helped with preparations a week before the show
- Managed a team of interns the day of the event



● Marketing Assistant

Jenny Packham | Jun 2017 - Aug 2017

- Contributed project management support to senior executives
- Supported the international PR team by sending samples to global markets
- Built and maintained important internal relationships with various teams including buying, design and retail
- Oversaw and created content for the bridal section on JP social chan-

nels

- Utilised my Adobe Suite skills to create monthly reports and lookbooks
- Chose relevant outfits for celebrity stylist, VIP clients, etc
- Provided project support to the Press Manager as to Marketing Manager and Creative Director



● Event Assistant

Another A Story | Nov 2016 - Sep 2017

- Liaised with suppliers and sourced adequate materials efficiently
- Helped guide the pre/post production set up on the day of the event in an organised manner
- Attended the event in order to ensure high guest experiences and making sure everything ran smoothly

Events I assisted in include:

- Roksanda LFW AW17 & SS18
- BlackLine exhibition by Stasha Lewis
- Sotheby's rare and special wines auction event
- Aperol Spritz summer event



● Front of House Intern at London Fashion Week SS17

Fashion Scout | Sep 2016 - Sep 2016

- Assisted with various designer fittings
- Dressed the models backstage in a high-pressure environment
- Prepared the whole venue (goodie bags, seating arrangements, ect.)
- Guided VIP guests to their corresponding seats
- Dealt with problems that presented along the way with ease



● Sales Assistant

Kurt Geiger | Mar 2016 - Jul 2016

- Welcomed customers and provided them with advice on products and services
- Managed the stock room and ensured stock rotation was carried daily
- Processed customer transactions



● Sales Assistant

Tod's | Nov 2015 - Feb 2016

- Ensured high levels of customer satisfaction through excellent sales service
- Maintained outstanding store condition and visual merchandising standards
- Maintained a fully stocked store
- Ascertained customers' needs and wants
- Recommend and displayed items that matched customer needs
- Welcomed and greeted customers
- Involved in the receiving of new shipments
- Kept up to date with product information
- Accurately described product features and benefits
- Followed all companies policies and procedures

Education & Training

2016 - 2019

● University for the Creative Arts

Fashion Marketing and Management,

2014 - 2015

● Hilton Head Island High School, USA

Regular/General High School/Secondary Diploma Program,