



Marta Sanz Esteve

Expert in Corporate and Brand Communications projects where great attitude, proficient skills and excellence are required.

Paris, France

[Portfolio file](#)

[View profile on Dweet](#)

Languages

Spanish (Native)

French (Fluent)

English (Fluent)

Italian (Work Proficiency)

About

GLOBAL CORPORATE & BRAND COMMUNICATIONS / EXCELLENCE ENTHUSIAST Consultancy. Short and Mid-term missions. Transition roles.

BRANDS WORKED WITH

CAROLINA HERRERA INTERNATIONAL FRAGRANCE DIVISION Carolina Herrera

COMMUNICATIONS FASHION PUIG

GLOBAL CORPORATE COMMUNICATIONS PUIG

NINA RICCI FASHION Nina Ricci

Revo (Bausch & Lomb)

Experience

VICE PRESIDENT

GLOBAL CORPORATE COMMUNICATIONS PUIG | Jan 2010 - Feb 2023

In 2010 I was given the strategic mission of raising our company's corporate profile, to reflect the company's standing in the luxury industry. Since then, together with a very talented team, I have worked tirelessly, with creativity and resolve, and with an ethos of respect for colleagues, clients and partners, to define and use the Puig corporate brand. We conceive and deliver an integrated corporate communications strategy (internal and external) that supports the company's (as well as its largest division Beauty & Fashion) 3-year plans through a range of corporate and divisional marketing/communication initiatives that successfully project a strong, positive image of Puig to our stakeholders, both internal and external.

VP GLOBAL BRAND

COMMUNICATIONS FASHION PUIG | Jan 2006 - Jan 2009

The mission required that I manage, build and consolidate the brand image of the Carolina Herrera fashion house through communication, marketing initiatives and public relations, ensuring that the brand strategy conveyed a strong, unique message/image worldwide. I also oversaw and coordinated programs with the Carolina Herrera fragrance division, PUIG affiliates/regional offices and fashion licensees to ensure that the brand messaging and image were fully respected. I built a very strong relationship with Mrs. Carolina Herrera and took on the management of all her public activities worldwide, which I proudly continued to do until 2020.

DIRECTOR

NINA RICCI FASHION Nina Ricci | Jan 2004 - Jan 2005

Through a transitional management period, I maintained the label's marketing and PR activities. I supported commercial and licensee's projects and re-structured the communications /PR department. I built a healthy and strong relationship with the House's Artistic Director and the design studio, in order to efficiently retarget Nina Ricci external communications.

DIRECTOR

CAROLINA HERRERA INTERNATIONAL FRAGRANCE DIVISION Carolina Herrera | Jan 2000 - Jan 2003

In 2000 I had the opportunity to create the label's fragrance communications department from scratch. Developing for the first time a consolidated global strategy for both fashion and fragrances through Public Relations, Brand Education, Digital and Brand Corporate Image, I defined the communications as head of a dynamic multicultural team. Acquiring a large knowledge of different markets / cultures was the key to success, while creating strategy, tools, and programs worldwide
EUROPEAN MARKETING / PR PROGRAMMES GROUP MANAGER

Revo (Bausch & Lomb) | Jan 1995 - Jan 1999

REVO is a Californian sunglasses company that established their HQ in London under the Bausch & Lomb group to set up a European distribution and marketing network. My mission was to create, develop and implement marketing tools, promotions, product education, merchandising, and to organize events as a means to ensure diverse cultural acceptance. I successfully coordinated events and public relations programs across Europe, and established the latest training methods.

Education & Training

- 2018 ● **New York University**
CRISIS,
- 2015 ● **Matthew Kenney Culinary Academy**
RAW CUISINE CHEF,
- **Universidad Complutense**
Bachelor of Arts in Communication,