

Josephine Vasquez

BRAND COMMUNICATION | LUXURY INTERIOR DESIGN & HOSPITALITY

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PROFILE

Brand communications professional with 8+ years across premium consumer and high-value client environments. Architecture-trained, with an MSc in Luxury Management from the International University of Monaco (specialized in Hospitality & Events). Experienced across the full content and communications lifecycle, from brief through delivery and performance analysis, across digital channels, and multi-channel campaigns. Strong project management discipline, high attention to detail, and proven ability to deliver across multiple concurrent workstreams.

WORK EXPERIENCE

Brand Communications & Content Specialist | Oct 2025 - Jul 2026

Sabrina Monte-Carlo · Monaco · *Luxury design studio: superyachts, private residences, Art de la Table. Graduate placement (MSc requirement); retained in ongoing role.*

- **2.4M views (+151%), reach 259.6K (+39.4%), interactions 54K (+333.7%)** in 7 months with zero paid spend. Top post: **93,780 views · 2,850 likes · 929 new followers**
- Support marketing communications strategy across digital channels, content planning, scheduling, publishing, and community management.
- Collaborate directly with the Creative Director and Strategy Lead in all brand communications: strategy, writing, and production. Event and activation coordination; liaised with external suppliers, photographers, and creative partners to deliver brand-aligned output.

Brand & Communications Lead · General Manager | Feb 2022 - Jan 2024

ELESE S.A.C. · Lima · *Premium accessibility solutions - emotionally complex, high-value client purchases.*

- Developed and implemented tactical marketing plans across digital and physical channels, web content, email campaigns, social media, flyers, and event signage.
- Managed brand activation at EXPODECO 2022 end-to-end, briefing, on-site execution, and post-event.
- Client engagement **+20%** through content strategy and relationship-led communication across the full customer journey.
- Built brand identity from zero: naming, visual identity, tone of voice, and all B2C communications.

Project Manager · Brand & Communications | Nov 2015 - Jan 2022

Rimosa Group · Lima · *Premium accessibility & technical solutions*

- Managed marketing communications across multiple concurrent projects, briefing agencies, coordinating vendors, supervising implementation on time and within budget.
- Coordinated event marketing at EXCON 2016, 2017 and 2018, stand design, promotional materials, vendor liaison, on-site supervision.
- Communication workflow redesign: client wait times **-40%** - **referrals +60%.**

EDUCATION

- **MSc Luxury Management (Hospitality & Events) -** International University of Monaco — 2024 - 2025
- **Professional Degree in Architecture** - Universidad Peruana de Ciencias Aplicadas, Lima — 2008 - 2014
- **Retail Design & Visual Merchandising for Luxury Course** - Condé Nast College Spain — 2023

SKILLS

- **Marketing communications execution**
- Content creation, planning & scheduling
- **Copywriting & brand voice**
- Community management
- Event coordination & support
- Performance analytics & reporting
- **Social media strategy & management**
- Creator management
- Adobe Creative Suite (Ps, Ai, Id, Pr)
- Canva: brand content & templates
- Notion: project management
- MailChimp: email campaigns

Languages: English (business fluent) · Spanish (native) · French(basic)

Available for immediate relocation. Open to permanent positions.