



MIQUEL
GARCIA

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EDUCATION

- MASTER'S DEGREE. B2B MANAGEMENT IN SAAS
NUCLIO DIGITAL SCHOOL, BARCELONA
2022
- MASTER'S DEGREE. DIGITAL MARKETING
THE POWER MBA
2019
- MASTER'S DEGREE. EXPERIENTIAL MARKETING AND EVENTS
INSTITUTO EUROPEO DI DESIGN, MADRID
2015
- DEGREE IN HUMAN RESOURCES
POMPEU FABRA UNIVERSITY, BARCELONA
2010

SKILLS

- Strategic Marketing & Campaign Planning
- Brand Activation & Experiential Marketing
- Digital Marketing & Multi-Channel Management
- Sales Enablement & Business Growth
- Team Leadership & Cross-Functional Collaboration
- Content Strategy & Brand Storytelling
- B2B & B2C Marketing Expertise
- Stakeholder & Client Relationship Management
- Performance Measurement & KPI Optimization
- Entrepreneurial Mindset & Innovation

LINK

LinkedIn:
www.linkedin.com/in/miquel-garcia-segura/

LANGUAGES

- English
- Català
- Castellano

ABOUT ME

- Marketing and business growth strategist with 10+ years driving sales, brand activation, and business development across B2B and B2C sectors, including Retail, Logistics, Hospitality, Media & Entertainment, FMCG, Cybersecurity and more. Passionate about creating growth-focused campaigns that boost sales, elevate brand recognition, and build strong partnerships. Results-driven and entrepreneurial, I excel at leading projects from strategy to execution and fostering innovation across departments, projects, and ventures.

WORK EXPERIENCE

- MARKETING & BUSINESS GROWTH CONSULTANT
| JAN 2020 - PRESENT
UFEC | ESPORT+ | ADEC GLOBAL | VILÀ LOGISTICA | DEFENSA'TT CIBERSEGURETAT | EGOITALIANO | FOSTER THE MARKET | SAFEWAY 360 | ARTESANS DEL MONTSENY | NITS DE TRAMUNTANA
 - Developed and executed internal and external communication strategies aligned with business goals for CEOs and executive teams.
 - Designed high-impact storytelling campaigns across email, social media, video, and internal communications, increasing engagement and ensuring alignment with corporate culture.
 - Acted as advisor to executive teams, translating complex business strategies into clear narratives for both employees and stakeholders.
 - Built and coached cross-functional teams, fostering collaboration and ownership of strategic initiatives.Entrepreneurial & Co-Founder Roles
 - Co-founded and scaled Defensa'tt Ciberseguretat, making digital protection accessible to families, freelancers, and businesses.
 - Led Strategy, Marketing & Communication, Sales, Operations, and Partnerships, increasing brand visibility and scaling services.
 - Co-founded and managed the Nits de Tramuntana music festival in Llançà, now in its 5th edition, consistently attracting over 2.000 attendees each summer; led Mrkt & Comms, Sponsorships, and Production initiatives.
- BRAND ACTIVATION MANAGER | JAN 2019 - DEC 2020
VINTAE & DEMOCRATIC WINES
 - Developed and managed culture-driven campaigns, translating brand values into compelling experiences and consistent messaging across multiple channels.
 - Led end-to-end projects with cross-functional teams and external partners, ensuring alignment, audience engagement, and high-quality content delivery.
 - Brands: El Bandarra Vermut, La Sueca, Organic & Orgasmic, L'Hostia, el Xitxarello, and Can Virgili.
- MARKETING, PR, EVENTS MANAGER | JAN 2017 - DEC 2019
CASA GRACIA BARCELONA
 - Designed and executed 360° marketing strategies across social media, influencer partnerships, traditional media, events, and internal/external communications, driving 75% organic growth.
 - Positioned Casa Gracia Barcelona as a leading hotel and lifestyle destination, hosting strategic brand cultural events for local and international audiences.
- GLOBAL LOYALTY MARKETING EVENTS MANAGER
| JAN 2015 - DEC 2017
DESIGUAL
Directed, planned, and executed global events and in-store activations, aligning communications with brand transformation initiatives, driving customer engagement and loyalty, and managing budgets up to €200,000.
- INTERNATIONAL EXPERIENCE | NOV 2012 - JAN 2015
LIVING ABROAD, NEW ZEALAND, UK, CANADA
- HR LEGAL & ADMINISTRATION | OCT 2010 - OCT 2012
DESIGUAL