



# 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/](https://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 Xitxarel·lo, 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