



Josephine Vasquez

BRAND COMMUNICATION | LUXURY HOSPITALITY & EVENTS



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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. 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 - Present

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.
- Work 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, logistics, on-site execution, and post-event reporting.
- 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
- **English Language Programme** - (Advanced Level) EC Malta. 2024

SKILLS

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