

## ABOUT

Senior digital marketing and brand leader with 6+ years' experience delivering performance-driven marketing across luxury hospitality environments. Currently responsible for end-to-end marketing across digital channels, including website, CRM, social media, content production, email marketing and paid media, combining strategic oversight with hands-on execution and platform ownership, acting as a key advisor to senior leadership. Proven track record delivering integrated campaigns and brand initiatives that drive revenue, engagement and long-term brand growth.

Combines strong commercial acumen with creative leadership, working cross-functionally and with agency partners to deliver integrated campaigns and digital experiences that strengthen positioning and support long-term growth.

## SKILLS

Brand Strategy, Positioning & Localisation  
Leadership & Team Management  
Integrated Marketing Strategy & Execution  
Campaign Development & Delivery  
Agency & Partner Management  
Stakeholder & Cross-Functional Leadership  
Multi-Market Alignment & Implementation  
Brand Governance & Standards  
Strategic Planning & Prioritisation  
Commercial Performance & Growth  
Optimisation  
Marketing Analytics & Insights  
Experiential & PR Activations  
Content Strategy & Audience Insights  
Digital & Multi-Channel Marketing  
CRM Strategy & Lifecycle Marketing  
Audience Segmentation & Targeting  
Creative Direction & Production Oversight

## EDUCATION

### BACHELOR OF ARTS (HONS) HOSPITALITY MANAGEMENT


Manchester Metropolitan  
University  
2019

# ALEXANDRA BADARICA

CHARTERED MARKETER (CIM) | LUXURY HOSPITALITY MARKETING

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 [Alexandra Badarica](#)

## EXPERIENCE

Marketing Manager 2024 – present  
Mandarin Oriental Hyde Park, London

- Lead end-to-end marketing strategy and delivery across paid media, CRM, website, social media and third-party platforms for hotel, spa and four F&B outlets, driving revenue growth.
- Own marketing planning and budget alignment, ensuring activity is prioritised against commercial performance.
- Led the evolution and application of the hotel's visual identity in line with Group brand direction, partnering with global brand leadership to implement standards locally.
- Oversee brand and creative direction across a multi-outlet portfolio, maintaining distinct positioning and overall consistency.
- Collaborate with internal stakeholders to deliver marketing plans for hotel, F&B and Spa aligned with commercial goals.
- Lead external collaboration and manage agency relationships across digital and content, ensuring delivery against brand and commercial objectives.
- Lead and mentor junior team members, driving high performance across marketing activity.
- Monitor and analyse performance across channels, using data-driven insights to optimise campaigns and improve ROI.
- Develop brand toolkits and guidelines to ensure alignment and strong brand governance.
- Lead content production, managing creatives and agencies to deliver high-quality assets aligned to brand and platform performance.
- Act as a key marketing lead and advisor to senior leadership, shaping positioning, campaign direction and growth.

Digital Marketing Assistant Manager 2022 – 2024  
Mandarin Oriental Hyde Park, London

- Supported delivery of integrated marketing strategy across digital, paid media, CRM, website and third-party platforms for hotel, spa and four F&B outlets.
- Led execution of brand content across campaigns and social channels, coordinating photography, video and graphic asset production.
- Supported planning and rollout of multi-channel campaigns, aligning timelines, assets and stakeholders for effective delivery.
- Developed performance reports analysing campaign effectiveness and identifying opportunities to optimise future activity.

## TOOLS & PLATFORMS

Creative & Production: Adobe Suite, Canva

Analytics & Performance: Power BI, Adobe Analytics

Workflow & Planning: Airtable

Paid Media & Channels: Meta Ads

Manager, Google Ads (PMax), OTA platforms

CRM & Data: SevenRooms, Salesforce

## QUALIFICATIONS

Chartered Marketer

Chartered Institute of Marketing  
2026

Demonstrated continued professional development across brand strategy, campaign delivery and content.

Marketing & Brand Strategy

Chartered Institute of Marketing (CIM)  
2025

Advanced programme focused on brand positioning, brand architecture, creative strategy, and long-term brand building within complex, multi-channel environments.

Planning and Optimising Marketing Campaigns

Chartered Institute of Marketing (CIM)  
2024

Practical course covering campaign planning, content strategy, and optimisation across channels, with a strong emphasis on aligning creative execution to brand and commercial objectives.

Digital Marketing Certificate

Cornell University  
2023

Comprehensive programme exploring integrated digital marketing, audience-led strategy, and content execution across multi-channel brand ecosystems.

## LANGUAGES

English - Fluent

Spanish - Intermediate

Romanian - Native

## EXPERIENCE

Communications Executive

Mandarin Oriental Hyde Park, London

2020 – 2022

- Led day-to-day PR and communications activity, supporting brand positioning across social, digital, and editorial channels.
- Managed media relationships, press materials, and press visits, ensuring consistent brand messaging and visibility.
- Developed and delivered marketing and communications content across owned channels, including social media and digital platforms.
- Coordinated photography and video content for PR and marketing use, working with photographers, agencies, and internal teams.
- Supported campaign planning, content delivery, and performance reporting across marketing and communications initiatives.

Sales & Marketing Coordinator

Mandarin Oriental Hyde Park, London

2019 – 2020

- Supported marketing and PR activity, maintaining communication with media agencies, pitching stories, coordinating press and media visits, and analysing media coverage.
- Contributed to brand collaborations and content creation, including social media content, photoshoot coordination, and production of promotional materials and collateral.
- Updated website content, local listings, location pages, and assisted with eDM submissions and campaign coordination.
- Worked closely with the sales team on day-to-day activities, including site visits, client meetings, familiarisation trips, enquiries, bookings, contracting, and invoicing.
- Produced reports and presentations, supported CRM updates, and contributed to optimising internal sales and marketing processes.

Sales & Marketing Coordinator

Jumeirah Port Soller, Mallorca

2017 – 2018

- Coordinated marketing and PR initiatives, including press relations, media visits, social media management, and creation of content, newsletters and press releases.
- Supported the design and production of marketing collateral and coordinated photoshoots in line with brand standards.
- Assisted with creation of unique guest experiences and lifestyle content to support brand storytelling and visibility.
- Conducted site visits, market research, and supported contracting processes, purchase requisitions, and sales administration.
- Prepared weekly and monthly sales reports, supported business travel, meetings, events, and contributed to sales presentations for leadership and clients.