

ALEXANDRA BADARICA

ASSISTANT ART DIRECTOR

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 [Alexandra Badarica](#)

ABOUT ME

Creative brand professional with extensive experience developing and delivering brand content across campaigns and social within global luxury environments. Experienced across the full creative process, from research, ideation, and concept presentation to on-set delivery and post-production, with a strong focus on imagery, composition, and luxury aesthetics. Brings a solid marketing foundation and is currently completing the Chartered Marketer pathway (CIM), complementing hands-on art direction with strategic brand and audience understanding. Highly collaborative and comfortable working across creative, production, and marketing teams.

SKILLS

Art Direction

Brand Content & Campaign Development

Visual Research, Imagery & Composition

Creative Presentations & Style Guidelines

Agency & External Collaborator

Management

Workflow, Prioritisation & Deadlines

Integrated Marketing Strategy & Execution

EDUCATION

BACHELOR OF ARTS (HONS) HOSPITALITY MANAGEMENT

Manchester Metropolitan
University
2019

EXPERIENCE

Marketing Manager

Mandarin Oriental Hyde Park, London

2024 – present

- Lead the development of brand content and art direction across campaigns and social, ensuring consistent visual identity, luxury aesthetics, and brand storytelling.
- Own the full creative process, from research, ideation, and concept presentation to on-set delivery, post-production, and final asset approval.
- Define creative direction and manage external collaborators, including agencies, photographers, videographers, and production partners.
- Develop high-standard creative presentations, mood boards, and visual guidelines to align internal stakeholders and partners.
- Oversee post-production workflows, including image selection, cropping, retouching feedback, and multi-channel asset delivery.
- Led the evolution of the hotel's visual identity in line with the Group's updated brand direction, driving the transition to a new creative approach and working in close collaboration with the VP Creative Director and Director of Brand at Mandarin Oriental Hotel Group.
- Lead overall marketing strategy and execution across digital, paid media, CRM, website, and third-party platforms for hotel, spa and four F&B outlets
- Manage workflow, priorities, and timelines across multiple briefs, ensuring on-time delivery without compromising creative quality.
- Analyse performance and insights to inform both creative direction and marketing optimisation.

Digital Marketing Assistant Manager

Mandarin Oriental Hyde Park, London

2022 – 2024

- Led execution of brand content across campaigns and social, with responsibility for photography, video, and graphic assets.
- Produced high-quality concept decks and creative presentations to communicate ideas clearly across teams and agencies.
- Collaborated closely with creative, production, and marketing teams to ensure smooth delivery across formats and platforms.
- Support delivering the overall marketing strategy and execution across digital, paid media, CRM, website, and third-party platforms for hotel, spa and four F&B outlets.

CREATIVE TOOLS

Photoshop
Adobe InDesign
Adobe Premiere Pro
Illustrator

QUALIFICATIONS

Associate Member (ACIM)
Chartered Institute of Marketing
2026

Currently completing the Chartered Marketer pathway, combining structured brand and marketing strategy with applied creative, campaign, and content development.

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

- 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.