

ALEXANDRA BADARICA

SENIOR MANAGER LUXURY
BRANDS - EUROPE

ABOUT ME

Strategic luxury brand and marketing professional with 6+ years' experience delivering integrated brand campaigns, localisation strategies and multi-channel marketing initiatives. Proven track record of executing 360° brand activations, driving brand alignment across stakeholders, and ensuring pull-through of global brand strategy at property level. Skilled in stakeholder management, cross-functional collaboration, campaign performance reporting and brand standards implementation. Combines strong commercial awareness with creative and digital expertise to deliver on-brand experiences that build awareness, affinity and revenue growth. Currently completing Chartered Marketer pathway (CIM).

SKILLS

Luxury Brand Marketing & Campaign Execution
360° Integrated Marketing Campaigns
Brand Strategy Roll-Out & Localisation
Stakeholder & Cross-Functional Leadership
Multi-Market Brand Alignment
Brand Standards & Governance
European Market Adaptation
Strategic Planning & Prioritisation
Commercial Performance Optimisation
Executive Stakeholder Engagement
Campaign Launch & Delivery Management
Performance Analytics & Reporting
Agency & Partner Management
PR-Driven Activations & Events
Content Strategy & Consumer Insights
Digital Channel Strategy
CRM Campaign Planning
Audience Segmentation

EDUCATION

BACHELOR OF ARTS (HONS) HOSPITALITY MANAGEMENT

Manchester Metropolitan
University
2019

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[Alexandra Badarica](https://www.linkedin.com/in/AlexandraBadarica)

EXPERIENCE

Marketing Manager 2024 – present
Mandarin Oriental Hyde Park, London

- Lead overall marketing strategy and execution across digital, paid media, CRM, website, and third-party platforms for hotel, spa and four F&B outlets, supporting revenue growth and different brand positioning objectives.
- Led the evolution of the hotel's visual identity in line with new Group brand direction, partnering closely with global brand leadership to implement updated standards locally.
- Own the full creative and brand delivery process across a multi-outlet luxury portfolio, ensuring brand consistency while preserving the individuality of each brand.
- Support brand culture and standards implementation across hotel operations, ensuring on-brand execution across touchpoints.
- Collaborate cross-functionally with internal teams and external partners to deliver integrated campaigns and activations.
- Analyse campaign performance and present results to senior stakeholders, providing actionable insights and recommendations.
- Develop brand toolkits, presentations and guidelines used to align internal teams and external partners.
- Direct content production with photographers and creatives to deliver campaign assets aligned with brand strategy.
- Act as a strategic advisor to leadership on brand positioning, campaign direction and growth opportunities.
- Manage multiple stakeholders and priorities across concurrent projects in a fast-paced luxury environment.

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

- 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.
- Led execution of brand content across campaigns and social, with responsibility for photography, video, and graphic assets.
- Collaborated with cross-functional teams to ensure consistent brand messaging across channels and markets.
- Developed performance reports evaluating campaign effectiveness and optimising future activity.

CREATIVE TOOLS

Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe Premiere Pro
Adobe Acrobat
Adobe Lightroom

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
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.