

ABOUT

Creative direction and visual production lead with over 7 years experience shaping how luxury brands look and feel across multi-channel environments, from digital platforms to on-property and guest-facing touchpoints. Expert in end-to-end content production — from concept development and shoot direction to post-production and final asset delivery — with a strong focus on photography, video and scalable visual systems. Proven ability to define, implement and evolve visual identity across multiple outlets and touchpoints, ensuring consistency while maintaining distinct brand worlds. Experienced in managing creative production workflows and external partners, delivering high-quality output across campaigns and always-on content. Combines creative direction with strong commercial awareness, aligning content with audience insight, demand generation and campaign performance.

SKILLS

Brand Strategy, Positioning & Localisation
Creative Direction & Art Direction
Campaign Concepting & Development
Brand Identity, Governance & Standards
Integrated Marketing & Communications
Content Strategy & Visual Storytelling
Photography & Video Production
Brand Partnerships & Cultural Activations
Experiential Marketing & Guest Experiences
Digital & Multi-Channel Marketing
CRM, Email & Audience Engagement
Creative Production & Asset Management
Agency & Creative Partner Management
Stakeholder & Cross-Functional Management
Strategic Planning & Prioritisation
Marketing Budget Alignment
Marketing Analytics & Performance Insights
Leadership & Team Development

EDUCATION

BACHELOR OF ARTS (HONS)
HOSPITALITY MANAGEMENT
Manchester Metropolitan
University
2019

ALEXANDRA
BADARICA

CHARTERED MARKETER (CIM) | BRAND AND CREATIVE MARKETING LEAD

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EXPERIENCE

Marketing Manager 2024 – present
Mandarin Oriental Hyde Park, London

- Own and lead creative direction and visual production across the hotel and its multiple outlets, ensuring consistent brand standards while preserving distinct identities.
- Lead the integrated brand marketing strategy and delivery across paid media, CRM, website, social media and third-party platforms for the hotel, spa, events and four F&B outlets.
- Own annual marketing planning and assist with budget alignment, ensuring activity supports brand objectives, commercial priorities and measurable performance.
- Translate global brand direction into local execution, evolving the hotel’s visual identity in collaboration with senior creative leadership.
- Lead content production across photography, video and digital assets, from briefing and creative direction through to delivery and optimisation.
- Manage agency relationships across digital, social media and content production, ensuring delivery against brand standards, timelines and objectives.
- Identify and develop strategic brand partnerships and culturally relevant creative frameworks, translating cultural moments and brand opportunities into distinctive campaigns, experiences and content that strengthen relevance, reach and brand positioning.
- Support rollout of brand campaigns, partnerships, content frameworks and guest-facing experiences, ensuring clear implementation across channels, platforms and internal teams.
- Coordinate marketing and communications activity across hotel, F&B and Spa, aligning stakeholders around campaigns, seasonal priorities and key launches.
- Monitor and analyse KPIs across channels, compiling insights, reports and recommendations to improve campaign performance and ROI.
- Develop brand guidelines, templates and processes to strengthen alignment, efficiency and quality across marketing outputs.
- Lead and mentor junior team members, providing direction, feedback and support across day-to-day marketing delivery.
- Act as a key marketing advisor to senior leadership, shaping initiatives that strengthen local relevance and brand awareness.

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

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

- Supported delivery of integrated marketing strategy across digital, paid media, CRM, website and third-party platforms.
- Coordinated brand content across campaigns and social channels, including photography, video and graphic asset production, ensuring consistency with brand standards.
- Supported planning and rollout of multi-channel campaigns, aligning timelines, assets, stakeholders and approvals for effective go-to-market delivery.
- Assisted with marketing updates, content implementation and campaign coordination across owned platforms.
- Developed performance reports analysing campaign effectiveness, channel KPIs and opportunities to optimise future activity.

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, press visits and content production to ensure consistent brand messaging.
- Supported campaign planning, owned-channel delivery and performance reporting across marketing and communications initiatives.

Sales & Marketing Coordinator
Mandarin Oriental Hyde Park, London
2019 – 2020

- Supported marketing and PR activity, including media agency liaison, story pitching, press visits, media coverage analysis and brand collaborations.
- Coordinated content, collateral and digital updates across social media, photoshoots, website content, local listings, eDMs and campaign activity.
- Worked closely with the sales team on site visits, client meetings, familiarisation trips, enquiries, bookings, reporting, CRM updates and process optimisation.

Sales & Marketing Coordinator
Jumeirah Port Soller, Mallorca
2017 – 2018

- Coordinated marketing and PR activity, including press relations, media visits, content production, social media, newsletters and collateral.
- Supported guest experiences, lifestyle content and brand storytelling to increase visibility.
- Assisted with site visits, market research, contracting, purchase requisitions, sales reporting and presentations.