



Laura Estefania Lopez

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ABOUT ME

I am a Spanish professional currently working as European Clients Relations in London. Internationally educated with a BA in Mass Media, Journalism & Marketing from the University of Vienna, and an MSc in Emerging Economies and International Development from King's College London, I am an outward looking person striving to be an expert in CSR compliance, branding, and political communications. I have strong experiences in digital marketing, branding, research, and ethical public relations advice, having worked for a wide range of private sector corporations globally. I provide brand and strategic communication consultancy together with ethical PR advice to brands, INGOs, and startups. I am a polyglot fluent in English, Spanish, German, French, also with a good command of Italian & Basque.

WORK EXPERIENCE

European Clients Relations Associate

Tradeweb [10/2021]

City: London

Country: United Kingdom

- Support buy and sell side clients with general platform / product queries
- Support internal teams in getting clients connected, delivering initial user training (client and dealer)
- Work directly with Regional / Specialist Sales Teams to onboard new clients, including training and the timely completion of relevant legal processes and documentation
- Liaise with international trading desks and settlement departments to ensure complete trade settlement
- Ensure the system is prepared for daily trading and monitoring for potential problems throughout the day
- Carry out daily administrative tasks including ownership and input of new security data and the creation of new logins
- Work directly with the Markets Support and Product Management teams on Dealer and Product Implementations

Junior Consultant

Canton Marketing Solutions [01/2021 – 10/2021]

City: London

Country: United Kingdom

- Providing strategic communication consultancy services to improve business efforts by assessing and understanding customers, target audiences and business goals
- Digital Marketing Strategies including Media Planning for well established FMCG, fashion brands and other online retailers
- Establish current company metrics: KPIs, setting ROI objectives, and generating follow-up plans to monitor their campaign performance from start to finish
- Main activities include crafting media messages, producing marketing materials, presentations & proposals, and day-to-day communications with clients, stakeholders and other agencies
- General assistance in ongoing marketing campaigns, the company's digital PR content production, as well as training other team members in the use of organisational softwares (Monday, Slack, Microsoft Office & Google Suites)

Contributor - Common Futures Conversations

Chatham House [06/2020 – 12/2020]

City: London

Country: United Kingdom

- Engaging with Chatham House research specialists, policy makers & sector experts to research and discuss global challenges to social & economic policy
- Contributing to open conversations on key global challenges, such as climate change, conflict & violence, and inequality with fellow young academics from Africa and Europe. This was done by sharing perceptions, ideas and critiques on policies alongside other elected contributors

Recruiter & Database Administrator

Kantar Media [04/2019 – 09/2019]

City: London

Country: United Kingdom

- Carrying out data collection through qualitative and quantitative research methods, as well as conducting desk-based research on the DACH & EU markets related to the healthcare industry
- Key tasks included recruitment of participants through online & offline marketing, preparing and conducting interviews in different languages, analysing and verifying data, and the creation and management of databases
- I was also responsible for the full translation of German, Spanish, French & Italian communications and interview transcripts into English and vice versa, and assisting project managers by providing up-to-date reports and project updates

Digital Marketing Intern

CPLG - WildBrain [01/2018 – 04/2018]

City: Munich

Country: Germany

- I conducted desk-based market research on licensing and promotions across the FMCG industries, and assisted in the management of corporate social media and drafting communications strategies for events, campaigns & brand management
- I supported communications strategies and campaigns by preparing marketing presentations, designing and creating textual & audiovisual content for social media and newsletters, and curating corporate social media accounts
- Administrative duties included organising logistics related to company attendance at key events by arranging practical matters

Sales Associate

Hugo Boss AG [12/2014 – 09/2015]

City: Vienna

Country: Austria

- I provided general support in luxury fashion sales including in-store merchandise support, inventory monitoring & management, managing of payment systems, and various administrative duties
- My tasks also included providing training to new employees, managing customer relations, such as handling concerns & complaints
- As a polyglot I provided assistance in English, French, German and Spanish

Executive Assistant

Ajuriaguerra Tres, S.L. [06/2012 – 02/2014]

City: Bilbao

Country: Spain

- As the EA of a well renowned Architecture & City Planning Office I responsible for the main administrative duties, including day-to day phone & email communication, organisation of client meetings, and acting as the point of contact between executives, colleagues & clients
- My core tasks involved producing reports and presentations, as well as maintaining the current filing and database system, and looking for ways to improve current systems
- I was also responsible for the arrangement of logistics, including corporate trips, travel itineraries and general office management

EDUCATION AND TRAINING

MSc Emerging Economies & International Development

King's College London [2019 – 2020]

Address: London (United Kingdom)

BA Journalism & Mass Media Science

University of Vienna [2014 – 2018]

Address: Vienna (Austria)

Certificate in International Relations

London School of Economics and Political Science (LSE) [2016 – 2016]

Address: London (United Kingdom)

Certificate in Business Negotiation

UNYSA AUSTRIA Academic Forum for Foreign Affairs (AFA) [2016 – 2018]

Address: Vienna (Austria)

Abitur - International German High School Diploma

Deutsche Schule Bilbao (DSB) [2005 – 2013]