



# KINGA GATARSKA

## EVENT MANAGER

## PROJECT MANAGER

*About me*

Experienced Event and Project Manager skilled in planning and executing a wide range of events, including weddings, trade fairs, training sessions, workshops, retreats, and incentive travel. With strong leadership and project management skills, I effectively manage teams, coordinate resources, and ensure project success. I bring expertise in project coordination, business development, and social media. Fluent in Spanish, English, Polish, and Italian, I specialize in managing projects and events across international markets.



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## EDUCATION

- **STUDIUM EVENT MANAGEMENT**  
University of Warsaw  
**2018-2019**
- **BRANDING & COMMUNICATION DESIGN**  
University of Wroclaw  
**2017-2018**
- **SPANISH PHILOLOGY (SPECIALIZATION IN PEDAGOGY) MASTER AND BACHELOR DEGREE**  
Jagiellonian University  
**2012-2017**
- **SPANISH PHILOLOGY ERASMUS+ MOBILITY FOR STUDIES**  
University of Valencia, Spain  
**2014-2015**

## SKILLS

- English- proficient C1
- Spanish- proficient C1
- Italian- advanced B2
- Polish- native
- Highly developed interpersonal skills
- Excellent customer service
- Strong leadership skills
- Positive, can-do approach
- Graphic design skills
- Budget management expertise
- Problem-solving abilities
- Project coordination and multitasking
- Strategic planning and execution

## EXPERIENCE

### EVENT MANAGER&TRAVEL COORDINATOR

Freelancer

**2021 - present**

- Oversaw and organized the entire projects from start to finish, including strategy, planning, budgeting, and execution
- Created budgets and negotiated with clients and subcontractors to secure the best terms and conditions
- Planned events for up to 2,000 attendees, managing media, promotional materials, social media, logistics, vendor relationships, and on-site execution
- Organized and coordinated incentive travel programs, including workshops, conferences, and retreats based on client requirements
- Developed creative proposals based on briefs, from conceptualization to execution
- Conducted post-event evaluations
- Effectively managed a team of 7-10 members, ensuring successful project outcomes

### SOCIAL MEDIA MANAGER & CONTENT CREATOR

Freelancer

**2020 - present**

- Managed social media accounts for clients in the hospitality and tourism industry an annual revenue above \$1 million
- Collaborated with marketing, PR, and sales teams, managed influencer marketing
- Created engaging content for platforms such as Facebook, Instagram and TikTok on a daily basis
- Produced professional branding photography and compelling videography
- Led video creation projects for brands, from conceptualization, execution to delivery, ensuring client objectives were met

### CO-FOUNDER

FUERTELOCAS - Travel&EventAgency

**January 2022 - Dec 2023**

- Manage and coordinate travel and event logistics
- Collaborate with clients to design personalized events, incentive travel
- Implement travel and event policies, manage budgets for events
- Handle all travel arrangements, from bookings to itineraries
- Coordinate and execute social media strategies
- Act as project owner, overseeing all aspects of execution and delivery

# EXPERIENCE

## PROCUREMENT MARKETING SPECIALIST

PEPSICO

November 2020 – May 2022

- Responsible of all PepsiCo's brands & TM for all A&M purchases such as the categories : Creative/360, Digital, PR, Celebrity, Production & Post Prod. , ATL/BTL/Design, Sampling, Events, AFM, Influencer, Consumer Promotion on Spanish, Italian and Portuguese Market
- Manage Agency Roster and budgets based on ROI
- Develop strong working relationships throughout the organization and external agencies (i.e. research panels, media buying and creative agencies)
- Organized business tenders and trade fair stands
- Negotiations : leading all type of negotiations with suppliers/ agencies such as Rates / SOWs, Pitch Processes, E-Auctions, Rebates, Project Based, Ad-Hocs

## BUSINESS DEVELOPER

ALOHACAMP

January 2022 – July 2022

- Cultivate long-term relationships within the Spanish market
- Acquiring clients in the Spanish market to join the platform
- Support stakeholders and maintaining business relationships
- Manage the CRM system
- Maintain client portfolios
- Utilize multilingual skills to support Spanish, Polish and English clients

## CREATIVE & EVENT MANAGER

A&A EVENT AGENCY

- Develop and manage event proposals from concept to delivery (brief, strategies, visual design, presentations, budgets, and execute events from start to finish)
- Plan and execute high-profile events for clients like **FCA, Boehringer Ingelheim, Benefit Systems, and Orange**
- Negotiate contracts with clients and contractors.
- Lead creative development and oversee execution of events.
- Coordinate and manage event teams through all stages of planning and execution
- Oversee event projects from concept to completion.
- Build and maintain strong relationships with stakeholders and vendors

## EVENT MANAGER/ SOCIAL MEDIA MANAGER

SIEDLIKO JANCZAR

March 2018 – January 2022

- Social Media Management (FB, IG, website, blog)
- Create content and promotional materials for websites, social media channels and mass media
- Coordinating, supervising & organizing events for more than 2k people (businesses and individual clients)

## CUSTOMER SERVICE, MARKETING ASSISTANT

Cyfrowa Foto Sp. z o.o.

July 2017 – January 2018

- Customer Service in English and Spanish
- Business developer on Spanish market
- Develop marketing strategies and create content for Social Media
- Engage in the development of a brand identity for the Groupon website for Spain

# TOOLS

- Canva, InShot, CapCut, Picsart
- Adobe Illustrator, Lightroom
- DaVinci Resolve
- Wordpress
- Square
- SAP
- Sales Force
- MsOffice (Word, Excel, PowerPoint)

# CERTIFICATES

**MARCH 2023, UDEMY**

Social Media by Udemy Academy

**JANUARY 2023, UDEMY**

Digital Marketing by Udemy Academy

**NOVEMBER 2022, FUERTEVENTURA**

Marketing in Social Media

**JANUARY 2022, CRACOW**

- Italian Certificate B2
- Interpersonal Skills Training by PepsiCo

**JUNE 2021, CRACOW**

- Excel Advanced training by DOOR
- Negotiations Training by DOOR

**NOVEMBER 2017, WARSAW**

- "Event Management by Training Group
- „Planning, organizing and managing events"
- „Wedding planner"

# REFERENCES

TOMASZ OLSZEWSKI | BLACK CORAL WAX, OAHU, HAWAII, CO-FOUNDER, tom@blackcoralwax.com

RYSZARD BRĄGLEWICZ, PEPSICO GLOBAL BUSINESS SERVICES, MARKETING PROCUREMENT MANAGER  
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JOANNA PARAPURA, A&A AGENCJA, GENERAL DIRECTOR, joanna.parapura@aa-agencja.pl

JOANNA SETLAK, SIEDLIKO JANCZAR w PSTRĄGOWEJ, MANAGER, biuro@siedlikojanczar.pl

# HOBBY & INTERESTS

- Sport (running, cycling, surfing)
- Travelling
- Cooking
- Reading
- Psychology