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María Garduño Chaves

ACADEMIC EDUCATION

Sep 2016 – Jun 2017

MS Digital Marketing Management
 (Social Media and Community Management)
Awarded with special prize for the final project
Complutense University of Madrid

Sep 2011 – Jun 2015

BA Music History and Sciences
 (Musicology)
Salamanca University

EXTRA EDUCATION

Expertise in Management of Events (50h) - Miguel de Cervantes University
Expertise in Music Management (50h) - Miguel de Cervantes University
Expertise in Music Marketing (40h) - Miguel de Cervantes University
Music Psychology (12h) - UNED
Music Production with Ableton Live (5h) - Manchester Midi School
Music Business Foundations (24h) - Berklee College of Music
The Art of Sound (8h) - Salamanca University
Music Production with Protools (90h) - La Octava, Música Creativa
Persuasion and argumentation (180h) - Escuela de Empresa
Creativity and Design Thinking (180h) - Escuela de Empresa
Leadership and Team Management (180h) - Escuela de Empresa

LANGUAGES

Spanish Native

English Advanced (written and spoken)

SKILLS

Customer Service	Management	Microsoft Office
Project Management	Business Development	Digital Marketing
Social Media	Production	Sponsorships
PR	Booking	Brand Insights

WORK EXPERIENCE

Jul 2020 - Present

Business Development Manager
eCapture3D, Badajoz

- Strategic direction of business opportunities.
- CRM Management for national and international clients.
- Organizing global exhibitions from the brand.
- Customer Service and Communication with main clients.
- CRM strategy planning.

Sep 2019 - Jan 2020

Booking Manager
Be The Flow Events, Madrid

- Coordination of the marketing, production and promotion teams.
- Management, production and logistics of events.
- Consulting and negotiating agreements and contracts.
- Music consultancy.

May 2018 – Jul 2019

New Business, Brands & Sponsorships
Universal Music Spain, Madrid

- Building and maintaining strong, long-lasting and successful relationships with brand partners and other related key players in the music industry.
- Working on leads and active briefs.
- Building compelling brand marketing packages, business models, proposals and presentations for negotiations and project initiation.
- Consulting, negotiating and executing integrated marketing partnerships with key strategic brands and media properties.
- Service clients across a wide variety of Universal Music events.

Sep 2016 – Apr 2018

Teacher y Music Supervision
Dickens Institute, Mérida

Feb 2018 – May 2018

Artist Management Assistant
La Octava, Mérida

Feb 2017 – Oct 2017

Marketing and Social Media Assistant
Waiting for Titor (band), Manchester UK

Feb 2016 – Sep 2016

Marketing and Management Assistant
The Speed of Sound (band) Manchester UK

Nov 2012 – Feb 2013

Production Assistant
Arcane Planet Studios, Salamanca