

# MIRANDA GARZA VILLARREAL

Marketing & Communications professional with experience across brand development, content, events, partnerships and stakeholder communications in international environments. Currently at Breega, an international VC, where I work across brand and communications for LPs, founders, portfolio companies and ecosystem audiences with a global reach and context. My scope spans brand identity and rebranding, content and social media, portfolio brand projects, partnerships, community experiences and cross-functional project management.

Trilingual: English, French and Spanish.

## PROFESSIONAL EXPERIENCE

### Breega – Brand & Events

Paris & London | 2024 – Present

- Lead 12+ local and international events annually for LPs, founders, portfolio companies and ecosystem audiences, from concept development and guest profiling through on-site execution, post-event communications, KPI tracking and reporting.
- Built **WMBLTECH**, Breega's VC padel tournament in London, into an annual 150+ attendee community event with sponsors (AWS, Haynes Boone, Affinity CRM), ecosystem partners and branded digital and physical touchpoints (<https://wmbitech.breega.com>).
- Manage cross-functional brand, communications and event projects across international offices, internal teams, founders and portfolio companies.
- Work with portfolio companies on brand strategy, positioning, messaging, visual identity, website development, brand creation and rebranding projects.
- Manage social media and digital content across LinkedIn, Instagram and email, including content strategy, content creation, newsletters, copywriting, publishing, performance reporting and optimisation.
- Create and manage branded assets across digital, print and physical formats, including decks, photography, short-form video, signage, PR materials and event collateral.
- Manage relationships with external agencies, vendors, sponsors and partners, overseeing briefs, scopes, timelines and deliverables.
- Delivered a full in-house rebrand with a three-person marketing team, spanning brand development, visual identity and rollout across digital and physical touchpoints with strong internal and external feedback.

### The EnCO Foundation – Freelance Brand & Communications Consultant

United Kingdom | April 2025 – Present

- Brand strategy and development: supported EnCO from conception to creation of rebrand.
- Asset creation: ensuring brand experience is consistent across all digital and physical assets.
- Website development, supporting with UI and UX (<https://encofoundation.com/>)

### Luxury Retail

at Van Cleef & Arpels (Place Vendôme), Jaeger-LeCoultre (Place Vendôme), See by Chloé (Le Bon Marché), Zadiq & Voltaire

Paris | 2021–2023

- Worked with high-end international clientele across Paris flagship stores, with a focus on customer experience, showroom presentation and premium brand standards.

### Marketing Manager

Puente y Coma – San Pedro Garza García, Mexico

2021 – 2022

- Content creation and social media management.

### Sales

Vista Signs – San Pedro Garza García, Mexico

2019 – 2021

- B2B sales of out-of-home advertising spaces, client relationships and customer service.
- Recruited an in-house graphic designer to support creative production.

### Founder of MIRANDA Vegan Goodies Est. 2019

Monterrey, Mexico.

- Founded and developed a vegan and gluten-free bakery brand, managing brand identity, communication strategy and social media.
- Oversaw artisanal production, partnerships and distribution across restaurants, UberEats, Rappi and local markets, growing brand awareness through targeted social media campaigns and local collaborations.

## CERTIFICATIONS & ADDITIONAL TRAINING

### Coursera

- Principles of Public Relations – University of Colorado Boulder
- Management of Fashion and Luxury Companies – Bocconi
- Viral Marketing and How to Craft Contagious Content – Wharton University of Pennsylvania
- An Introduction to Consumer Neuroscience & Neuromarketing – Copenhagen Business School
- Personal Branding – University of Virginia
- Les Fondamentaux de la Négociation – ESSEC Business School
- Rédaction de Contrats – Université de Genève
- Event Planning, LCI Monterrey
- Adobe Illustrator, Les Gobelins, Paris

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 [www.mirandagarzav.com](https://www.mirandagarzav.com)

 [Portfolio](#)

## LANGUAGES

Spanish  Native  
English  Bilingual  
French  Fluent

## ACADEMIC BACKGROUND

Luxury Marketing Management

Sup de Luxe – Paris, France

## SKILLS

- Brand Strategy & Identity Development
- Project Management
- Content Strategy, Content Creation & Social Media Management
- Email Marketing
- Copywriting & Storytelling
- Short-Form Video Editing
- Event Planning & Execution
- Sponsor & Partner Communications
- Stakeholder Management & Team Coordination
- Agency & Vendor Management
- Cross-Cultural Communication
- Budgeting & Resource Management
- KPI Tracking & Performance Reporting
- Research & Benchmarking
- Trend Analysis & Market Insight

### Technical Skills

- **Design & Creative Tools:** Canva, Adobe Creative Cloud (Photoshop, Illustrator, Lightroom, Premiere Pro)
- **Office & Productivity:** Microsoft Word, Excel, PowerPoint, Teams, Outlook; Google Workspace; Notion
- **Analytics:** Google Analytics, social media performance tracking
- **Photography:** Photography: Portrait, product and landscape photography; retouching and post-production

## HOBBIES

- Horseback Riding
- Watercolor Painting
- Baking
- Hiking
- Scuba Diving
- Traveling