

BEYOND BRANDING >>>

VALERIA WAINSZTEIN

Brand Strategy & Marketing Consultant · Founder of Beyond Branding

Marketing, communications, and brand strategy professional with over a decade of experience building, implementing, and safeguarding brand identities across every touchpoint, ensuring conceptual, visual, and communications consistency.

A highly organized profile with strong conceptual and aesthetic judgment, able to manage multiple projects at once and turn strategy into real execution.

PROFESSIONAL EXPERIENCE

Brand Strategy & Marketing Consultant — Beyond Branding

Santa Teresa (Costa Rica) · Madrid (Spain) · Buenos Aires (Argentina) | 2021 – Present

- Led the strategic development and positioning of brands across different industries, defining identity, narrative, and value proposition.
- Designed and implemented marketing and communications plans, ensuring correct application of brand identity across campaigns and activations.
- Built and managed strategic partnerships with brands, companies, and cultural players.
- Coordinated sales, creative, agency, supplier, and partner teams to ensure guidelines, timelines, and execution quality were met.

Brand & Communications Lead — Marval O'Farrell Mairal

Buenos Aires, Argentina | 2019 – 2020

- Led institutional communications strategy and brand development for one of Argentina's leading law firms.
- Built the visual identity and brand system from scratch, including strategic guidelines and corporate materials.
- Served as brand guardian, ensuring communications consistency across the entire organization.

Marketing & Communications Manager — NOI Hotels

Santiago, Chile | 2015 – 2018

- Led marketing strategy and brand-building for a multi-brand hotel group.
- Built strategic partnerships with international and local brands such as Pernod Ricard, Diageo, Movistar, LATAM, Estée Lauder, Paco Rabanne, and Harper's Bazaar, among many others.
- Managed marketing budgets, agencies, and suppliers, coordinating multiple projects at once.

Marketing & Communications Coordinator — W Santiago by W Hotels

Santiago, Chile | 2012 – 2015

- Developed and executed comprehensive marketing initiatives and brand experiences aligned with W Hotels' global strategy.
- Served as brand guardian for W Hotels in Chile.
- Coordinated strategic partnerships with brands, press, and influencers, strengthening brand presence across channels.

Account Executive — LAT-PRO Marketing + Ideas

Buenos Aires, Argentina | 2009 - 2011

- Managed marketing projects for brands including Eucerin, Nivea, Fibertel/Cablevisión, and Western Union.
- Planned and executed activations, promotions, and contests from concept through implementation.

SPECIALIZATION IN FOOD & HOSPITALITY MARKETING

Throughout my career in hospitality, I specialized in marketing and communications for the food and beverage world: restaurants, bars, cafés, and nightlife venues.

- Led brand communications and image for 2 rooftop bars, 1 lobby bar with a weekly themed program (fashion, live music, and brand activations), 4 international-cuisine restaurants, and 1 café — as well as developing the concept and communications for a hotel-based coffee-work space and a nightclub featuring international DJs.
- Designed brand activation calendars at different cadences — daily, biweekly, and monthly — combining tactical promotions with larger-scale events (international DJs, special dates like Valentine's Day or St. Patrick's Day), in partnership with Heineken, Absolut Vodka, Corona, Martini, Grey Goose, Mumm, Havana Club, Lollapalooza, and numerous wineries, among others.
- Coordinated food and beverage events with national and international chefs, and menu launches with critics and food journalists, generating strong press coverage that boosted each restaurant's positioning and visibility.

EDUCATION

- B.A. in Advertising — Universidad de Palermo, Buenos Aires (2004–2009)
- Postgraduate degree in Strategic Marketing — Universidad Adolfo Ibáñez, Santiago, Chile (2017)

LANGUAGES

- Spanish — native
- English — advanced (C1)

SKILLS & TOOLS

- Brand strategy & identity, strategic thinking, conceptual and aesthetic judgment
- Project management, agency and supplier coordination
- Trello, Asana, Google Workspace, Microsoft Office, Canva