

Serena Ledda

I build the bridge between a brand idea
and the experience guests actually live.

F&B MARKETING

LIVE EVENTS

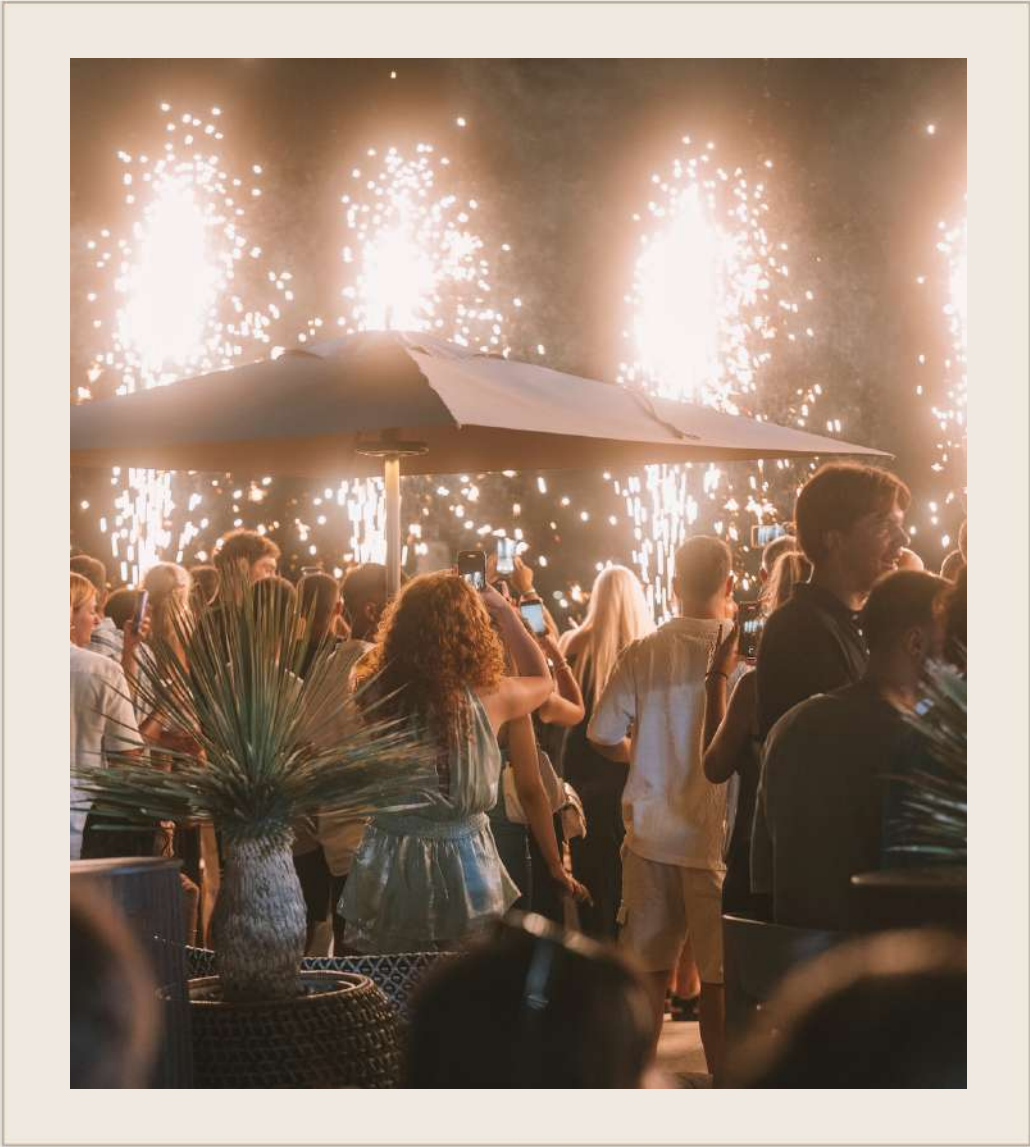
BRAND ACTIVATIONS

GUEST EXPERIENCE

PARTNERSHIPS

CONTENT

Selected work: Maracaibo Cocktail Bar · Soero Gin · P2 Kevin's Charming Houses · Villa IV



Hospitality marketing, with hands-on execution.

I connect marketing with what guests actually see, feel and experience.



HOW I THINK

I start with the audience: what they expect, what will make them stop, and what will make the experience feel coherent. I am especially interested in the psychology behind why people respond to a message, a space or an event.

HOW I WORK

Brief → audience → concept → partners & suppliers → content → live execution → feedback. In small teams I have learned to move across roles and solve practical problems without losing sight of the brand.

TOOLS

MetaBusiness Suite · Canva · CapCut · editorial planning · copywriting · newsletters · OTA platforms · supplier coordination · event operations

LANGUAGES

Italian · English · French | MA in Foreign Languages for International Communication (LM-38)

F&B marketing, nightlife & brand activations

Since 2024: seasonal brand positioning, social content, partnerships, sponsor activations and live event execution.



MY ROLE

I work directly with brands and partners after the first contact: I coordinate communication, propose visual directions, plan social collaborations, support setup, choose suppliers and talent, and stay close to the event until the live execution.

DAY-TO-DAY

Editorial calendar · copywriting · social programming · event communication · DJ / artist coordination · sponsor visibility · supplier follow-up · on-site problem solving

WHAT I LEARNED

I treat every activation as one complete experience. Music, visuals, service, crowd, timing and content must all reinforce the same idea.

BMW — New 1 Series launch

A premium automotive launch built around contrast: technology and design inside a green, open-air hospitality setting.



WHAT I MANAGED

Coordination with the BMW team · municipality requests and permits with my team · event budget and supplier discussions · catering · beverage packages · space planning · launch communication.

APPROACH

We used Maracaibo's natural setting as a backdrop so the vehicle could visually stand out. The event needed to feel premium, but still relaxed and consistent with the location.

ROLE IN PRACTICE

I acted as the connection between brand requirements and what was actually possible inside the venue — from permissions and pricing to food, beverage and guest flow.

Campari — “Dopolavoro Croccante”

Turning a branded event format into a summer hospitality experience that felt natural inside the venue.



BRIEF

Campari approached the venue with a new event format. The challenge was to translate the campaign into the atmosphere of Maracaibo.

INSIGHT

The “Croccante” language suggested freshness, a crisp ice-cold serve and an energetic Italian summer mood. The seaside setting gave us a natural way to connect that idea with the venue.

MY EXECUTION

Direct contact with Campari · visual / graphic proposal · social collaboration · setup support · DJ selection aligned with an Italian soundtrack · coordination with the venue team.



WHY IT WORKED

The activation was designed as one coherent experience: product, music, setting, communication and live atmosphere all reinforced the same positioning.

Guest engagement & event partnerships

Different brands need different mechanics — but every activation must be easy for guests to understand and enjoyable to join.

SWAROVSKI



Objective

Reinforce a globally established brand through a playful hospitality activation.

Mechanic

Cocktail + scratch-card prize mechanic designed to involve the whole audience rather than create an overly selective experience.

My role: activation planning · communication · staff coordination · guest engagement.

World Rally Championship — UPCOMING



Concept

A public-facing car display and presentation at Maracaibo, with a more private area connected to the drivers and organisers.

Partnership work

Direct coordination with the Sardinian organisers, brand visibility exchanges and a separate DJ / refreshment activation featuring Soero as sponsor.

Status: planned / upcoming —

Building the brand from the ground up

Website, packaging and seasonal storytelling built around Soero's distinctive product identity.



BRAND IDENTITY FROM ZERO

I worked on Soero's brand identity from the ground up, translating the product into a coherent visual and verbal system across the website, packaging, commercial materials and campaigns.

THE PRODUCT STORY / UVP

The 13 botanicals are the core differentiator. The drop-shaped bottle recalls the sea, while the golden colour of the gin gives the product an immediate visual signature. I used these elements as anchors for both storytelling and design.

WEBSITE & PACKAGING

I helped shape the website, packaging language and product presentation so that every touchpoint communicated the same idea: a distinctive premium gin with a strong sense of place and a recognisable identity.

SEASONAL PACKS

We created seasonal packs, each with a dedicated cocktail recipe. The aim was to give Soero a fresh occasion throughout the year while keeping the core identity consistent.

Brand growth, trade marketing & premium positioning

Marketing Manager — communication, partnerships, commercial development and F&B activations.



BRAND DEVELOPMENT

During my work with Soero Gin, the brand moved from a mainly regional presence toward broader national distribution and recognition. I support both the communication and the commercial side of that growth.

MY RESPONSIBILITIES

Seasonal campaigns · social and brand content · commercial materials · distributor and buyer relationships · bar / restaurant presentations · tastings · events · partnerships.

POSITIONING

I work on how the product is perceived — including pricing discussions with distributors. For me, price is part of the story: premium positioning only works when the experience, communication and product make the value feel credible.

Making the product visible — and easier to choose

From trade fairs and tastings to point-of-sale visibility and direct conversations with hospitality partners.



TRADE FAIRS

Brand presence at Mixology Experience, Roma Bar Show, Vinitaly and Beer&Food Attraction. I support preparation, materials, presentations, tastings and commercial conversations.

IN-STORE / POS

Hostess activations, product presentation, direct consumer engagement, displays and merchandising designed to separate Soero from the category and express a premium identity.



COMMERCIAL CONNECTIONS

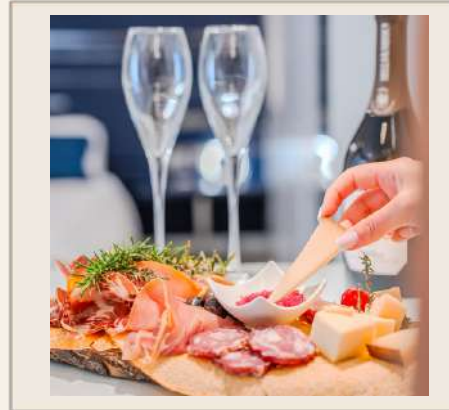
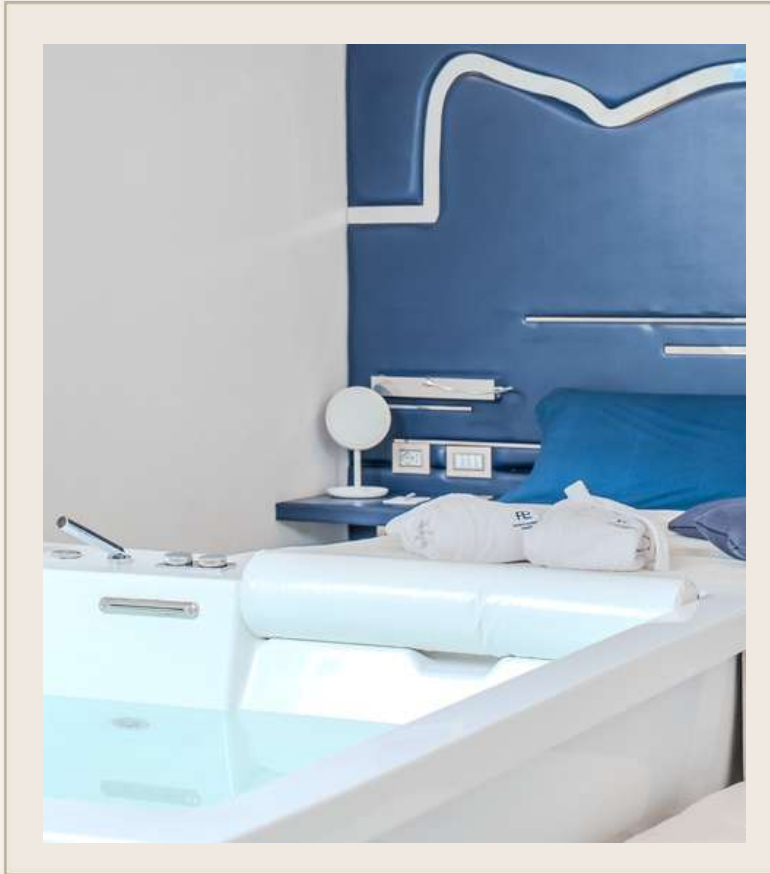
Presentations and conversations with buyers, distributors, bars, restaurants and hospitality partners. I enjoy the point where brand storytelling meets a concrete commercial objective.

PRICING & GROWTH

I have also worked on supplier / distributor budgets and annual pricing discussions, thinking about what a price communicates and how growth can remain coherent with the brand position.

Guest experience, operations & online reputation

Working directly with international guests from pre-arrival to departure — and turning feedback into a better hospitality product.



GUEST JOURNEY

Multichannel reservations · pre-arrival communication · personalised welcomes · local experiences · special requests · service recovery · departure follow-up.

POSITIONING

Isupported communication built around researched guest segments and practical needs, helping shape clearer content, packages and service choices — including offers combining accommodation with local activities.

WHAT IT TAUGHT ME

Hospitality marketing becomes stronger when it starts with real guest behaviour. Reviews, questions and recurring requests are valuable marketing research.

From concept to marketable hospitality experience

Founder — concept, positioning, launch, OTA presence, content, guest journey and daily operations.



FROM ZERO TO LAUNCH

I created the project from the ground up: positioning, branding, OTA presence, content and the guest experience behind the communication.

TRANSLATING FEATURES INTO VALUE

Design, comfort, technology and wellness features had to become a clear hospitality proposition — not just a list of amenities.

OPERATIONS

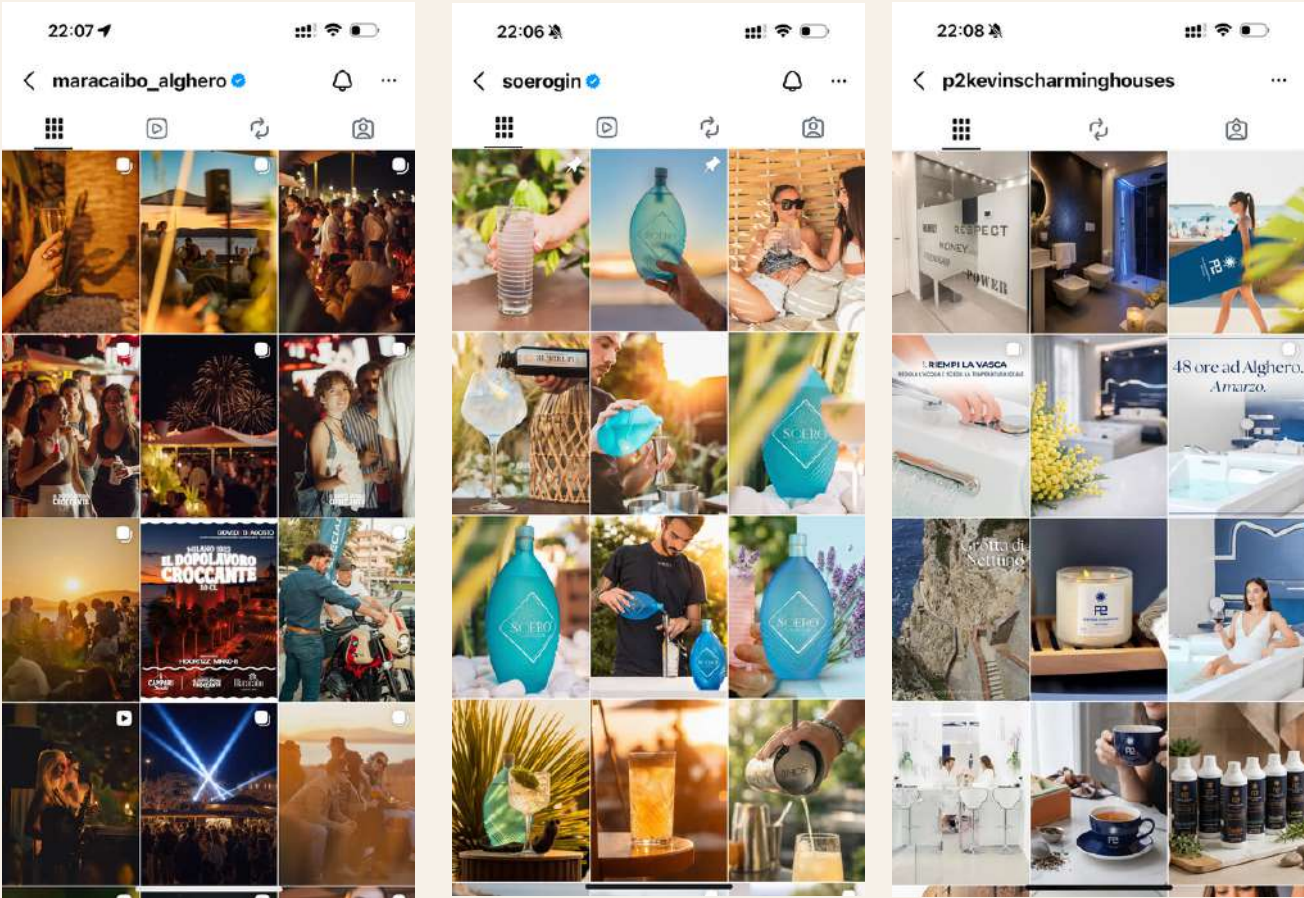
Reservations · pre-arrival messages · personalised welcomes · housekeeping coordination · guest requests · quality control.

THE PRINCIPLE

The promise made by the marketing has to be delivered by the real stay. That connection is what I care about most.

I do not treat content as decoration.

A post can be successful for different reasons: reach, relevance, conversion, positioning or simply keeping a brand present in the right moment.



EDITORIAL PLANNING

Seasonal calendars, event communication, copywriting and programming through Meta Business Suite.

CREATIVE EXECUTION

Canva and CapCut are part of my everyday toolkit. I use them to move quickly, test ideas and create working assets without waiting for every small execution to become a production.

MEASUREMENT

I look at the numbers, but I do not assume the most-liked post is automatically the most valuable. A smaller, more targeted piece of content can sometimes convert better than a viral one.

Brand thinking that stays close to the real experience.

01

HANDS-ON EXECUTION

I am comfortable moving from a concept to suppliers, social content, permits, setup and live execution.

02

GUEST-FIRST THINKING

Hospitality taught me to connect marketing decisions with what people actually feel, ask for and remember.

03

CROSS-FUNCTIONAL MINDSET

I am used to small teams where responsibilities overlap, priorities change and people need to communicate quickly.

LET'S BUILD
EXPERIENCES PEOPLE
WANT TO COME BACK TO.

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