

SEBASTIÁN BRAMCHTEIN

Brand Management · Marketing Strategy · Consumer & B2B Brands

Barcelona, Spain · sebramhab@gmail.com · +34 692 036 292 · linkedin.com/in/sebastian-bramchtein-04730426a

ABOUT

Marketing professional with 2+ years of hands-on experience in brand strategy, marketing campaigns, and cross-functional project leadership across international B2B and consumer businesses. Proven track record building brands from scratch, defining brand positioning and guidelines, leading go-to-market initiatives, and delivering measurable commercial results across markets in Spain and Mexico. Experienced in social media strategy, paid advertising on Meta Ads, content marketing, and managing creative and development teams. Currently completing a bilingual BA in Marketing & Digital Communication at EAE Business School (June 2026).

CORE COMPETENCIES

Brand & Strategy

Brand strategy · Brand positioning · Brand guidelines · Marketing strategy · Go-to-market strategy · Competitive analysis · Market research · Marketing funnel

Consumer & Content

Buyer persona development · Customer journey mapping · Consumer behaviour · Content marketing · Content calendar · Copywriting (brand & digital) · Influencer marketing · Briefing & creative direction

Digital & Performance

Meta Ads (Facebook & Instagram Ads Manager) · Social media strategy & execution · SEO basics · KPI tracking · ROI / ROAS analysis · Reporting & data analysis

Operations & Tools

Cross-functional team leadership · Stakeholder management · Web project management · Agile / Scrum methodology · Excel · PowerPoint · Canva · Notion

PROFESSIONAL EXPERIENCE

Interim Operations & Strategy Lead — Blestar México

Oct 2024 – Feb 2026 · Remote from Barcelona · B2B corporate gifting

- Took over operational and commercial leadership of a Mexican B2B company (18 employees, 20+ years in the corporate gifting market) following a family emergency, running the business remotely from Barcelona with regular travel to Mexico.
- Represented the company before its key client portfolio in banking and large corporate accounts, including internationally recognised firms.
- Led the company's full rebranding, defining strategic direction, working with an external agency on the proposal, and supervising the redesign of the website and visual identity.
- Restructured the sales team with a new commercial protocol and pipeline-tracking system.
- Designed and built an **internal automated quoting tool** currently in use by the sales team, reducing customer response time **from 2 days to 10 minutes**.
- Managed relationships with international suppliers, including travel to China for sourcing and negotiation with manufacturers.

Brand Director & Managing Partner — ZÖE Centre d'Estètica

Jun 2024 – Jun 2025 · Sant Cugat del Vallès, Barcelona

- Co-led the acquisition and relaunch of a 100 m² beauty studio, taking full ownership of brand creation from the ground up: naming (“ZÖE”, with the diaeresis as a deliberate graphic choice to elevate perceived value), visual identity, positioning, and brand voice.
- Led the build and delivery of the corporate website (zoecentreestetica.com), directing a team of external developers.
- Built the digital presence from zero: grew Instagram from 0 to 400+ followers as the main local lead-generation channel.
- **Tripled the active customer base in 12 months (from 120 to 360 clients)** and grew monthly revenue by 29% (€14k → €18k) through commercial strategy, digital campaigns, and on-site activations (the anniversary giveaway campaign drove significant sales of treatment packages and new leads).
- Managed a team of 3 aestheticians, training them in consultative selling techniques and customer-care protocols grounded in consumer behaviour.
- Ran the full operations of the business solo for 6 months (Jan–Jun 2025), covering everything from sales and marketing to day-to-day operational oversight.

Marketing Consultant — Intertrade Latam, S.L.

Sep 2025 – present · Independent consultancy · Client: B2B medical-devices company (Mexican market)

- Provide marketing consultancy services through my own S.L. (Intertrade Latam, S.L.) to a B2B medical-devices company in the Mexican market, covering branding, digital communication, and corporate communication for events and trade shows.
- Led the corporate rebranding: audited the existing website, defined strategic direction, and oversaw the development of the new website, currently live.
- Directed corporate communication for industry events and trade shows during the brand transition phase, ensuring visual and message consistency.
- Responsible for social media strategy and execution (Facebook, Instagram, LinkedIn) following a quantitative diagnostic of prior performance benchmarked against industry standards (Meta, Hootsuite, Sprout Social), with content architecture organised by strategic pillars and differentiated buyer personas (specialist nurses, nephrologists, clinic administrators).
- Designed and executed paid campaigns on Meta Ads with decision-maker segmentation, operating within the Mexican regulatory framework for medical-device advertising (COFEPRIS — Modalities B and C).
- Joined the client's managing partner on international sourcing and negotiation trips to China and Germany as part of onboarding into the business and supply chain.

EDUCATION

BA in Marketing & Digital Communication (bilingual) — EAE Business School, Barcelona

Oct 2022 – Jun 2026

Bachelor's Thesis: “The Communication Gap in the Classroom from a Marketing Perspective: An Analysis of the Attention Economy Applied to Secondary Education” (in progress, defence June 2026).

International A-Levels — European International School of Barcelona

Completed 2022

Subjects: Business, Economics, Mathematics, Spanish.

Cambridge English: Advanced (CAE) — Level C1

November 2020

LANGUAGES

- **Spanish** — native.
- **English** — fluent (C1, Cambridge Advanced · bilingual education at A-Levels and university).
- **Catalan** — basic.