

Carla López

MARKETING MANAGEMENT STUDENT · BRAND & CONTENT

carlalopezfuentes3@gmail.com · Groningen, the Netherlands

PROFILE

Final-year Marketing Management student at Hanze University of Applied Sciences, looking for a company to do my graduation project with. I'm from Spain and have lived in London, Paris, the UAE and Hong Kong, so I settle in quickly and love working with people from different backgrounds. I've built brand guidelines from scratch, managed influencers for a product launch and learned on the shop floor what makes people buy. I learn fast, adapt easily and enjoy a new challenge. Outside of studying, you'll find me kickboxing, cooking for friends or planning my next trip.

EXPERIENCE

Sales Assistant
Sep 2026 – Present

Fair Priced Vintage · Part-time · Groningen

- Help customers find pieces they love, handle sales and keep the store looking its best

Marketing Intern
Aug 2025 – Jan 2026

Powerchainger · Internship · Groningen

- Built the brand guidelines from scratch: how the brand looks, sounds and presents itself
- Reviewed existing marketing and proposed ways to make the brand more consistent
- Created LinkedIn content to grow the company's visibility

Community Manager
Aug 2025 – Jan 2026

LUUM Skincare · Part-time · Remote

- Main point of contact for influencers during the brand's new-market launch, working with logistics
- Created the brand's LinkedIn content during the launch phase

Crew Member
Aug 2024 – Dec 2024

Pepperminds · Part-time · Groningen

- Engaged the public face to face to recruit donors for Doctors Without Borders

Sales Assistant
Sep 2022 – Jul 2023

Galería de arte Plaza de la Alianza

- Advised customers on artworks, sharing the story and value behind each piece

EDUCATION

BSc Marketing Management
Hanze University of Applied Sciences
2023 – 2027 (expected)

Exchange, International Marketing
Lingnan University, Hong Kong
Jan – May 2026

Secondary education
Colegio Gredos San Diego, Madrid
2018 – 2022

SKILLS & TOOLS

Branding · Content creation · Influencer marketing · Community management

Canva · Meta, Google, TikTok & LinkedIn Ads · Enalyzer · Microsoft Office

LANGUAGES

English · Bilingual
Spanish · Bilingual
French · Intermediate