

MIGUEL PORTAL

Madrid, Spain | (+34) 665 308 513 | miguelportaltmm@gmail.com | [linkedin.com/in/miguel-portal-carus-pc2596/](https://www.linkedin.com/in/miguel-portal-carus-pc2596/)

Spanish & Mexican Citizenships

PROFESSIONAL SUMMARY

Graduated with a Bachelor's degree in Communication, specializing in areas including marketing, statistics, corporate communication, and human resources. Proven expertise in managing renovation projects, overseeing apartment developments, commercial lots, and industrial warehouses. Adaptable and focused on optimizing project outcomes through strategic communication and operational management.

EDUCATION

IE BUSINESS SCHOOL

International MBA – Master's in Business Administration
Master's in Digital Marketing

Madrid, Spain

Sep. 2024 – July 2025 (Expected)

Sep. 2025 – July 2026 (Expected)

UNIVERSIDAD IBEROAMERICANA

Bachelor's Degree in Communication

Mexico City, Mexico

Aug. 2015 – May 2020

PROFESSIONAL EXPERIENCE

VENDA (STARTUP – DIGITAL COLLECTIBLES & WEB3)

Remote / Madrid, Spain

Marketing & Partnerships (Concurrent Role)

Aug. 2025 – Present

- Led content planning and lightweight marketing operations for an early-stage startup. Built simple partnership workflows and supported fast GTM experimentation across channels.
- Contributed to marketing strategy, content planning, and campaign execution. Developed creator partnership frameworks and supported go-to-market initiatives focused on digital wallet adoption and safe, modern collecting experiences.

LOGIPEC (REAL ESTATE MANAGEMENT)

Mexico City, Mexico

Family-owned real estate management company, serving industrial and residential sectors and clientele, 7 employees.

Deputy Manager

Mar. 2021 – June. 2024

- Responsible for account management, payment processing, document organization, materials procurement, and on-site supervision.
- Executed crisis response following an industrial fire in early 2023, ensuring operational continuity and minimizing financial losses.
- Oversaw renovations in three main warehouses, coordinating teams and materials for construction. All completed under a two-month deadline.
- Conducted file reorganization to streamline processes and documentation system, saving time and space.
- Handled tough personnel decisions, including staff terminations, to maintain business performance.

CATHOLIC CHARITIES

Chicago, USA

Voluntary Organization

Social Services Communications Intern

June 2019 – Aug. 2019

- Coordinated social media projects, content creation, homeless shelter work and internal communications intern.
- Followed the story of many immigrant women living in Chicago, being able to capture their stories and creating a short documentary. This project was used in charity events.

SPECIAL PROJECTS

ALBATROS (MEDIA)

Mexico City, Mexico

Thesis and final college project.

Producer

Jan. 2020 – May 2020

- Reduced budget by half (120-60k Pesos) by negotiating prices of locations and removing non-essential costs in production.
- Managed team of 20 to foster a healthy work environment and coordinated post-production.

LANGUAGES

English (Fluent) | Spanish (Native)

TECHNICAL SKILLS

MMS Office | Da Vinci Resolve | Google Drive | Looker Studio | SQL | Python | AI

OTHER INFORMATION

- **Volunteering:** Building houses for poor & rural populations, primarily victims of 2017 earthquake, EDIFIK (2017-18).
- **Pakaraima:** Event organization volunteer.
- **Marathons:** Completed Athens, half marathon in San Diego. **Triathlons:** Acapulco, Valle de Bravo, and Huatulco.
- **Hiking:** Summited Pico de Orizaba and Iztaccihuatl. Active hiker.
- **Arts:** Volunteered as a staff member for two different Zona Maco events (2022/2023). General love for art, film, literature, etc.