Irene Lorenzo Escrivá

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PROFILE

International experience across business development, brand and market analysis. I have worked from opening new B2B verticals and consultative selling through to positioning, e-commerce and brand launch. MSc in Marketing Management from Rotterdam School of Management, with a minor in Finance.

EXPERIENCE

Brand and Commercial Development

Bodegas Membiela, Spain | 07/2024 - Present, part time

- Redefined the winery's positioning and range architecture, structuring the offer in three tiers from a benchmark of comparable producers and Spanish exporters in the segment.
- Currently translating that positioning into the website, the online store and the commercial and technical materials, alongside support on product development.
- Now developing the distribution strategy, from mapping and prioritising distributors through to the selection criteria and the preparation of commercial prospecting.

Marketing & Partnerships

Maison Millais, Paris / New York | 02/2026 - 06/2026, full time

- Worked with the founder on the relaunch of Maison Millais and the repositioning of the flagship fragrance from $75 to $150, coordinating e-commerce, acquisition, CRM and the launch calendar.
- Developed activations and collaborations to reinforce the new positioning, including *Missing Painting*, tied to the house's new patronage of The Met, and coordinated contact with galleries, specialist press and niche fragrance tastemakers.
- Designed the pre-launch strategy and the CRM sequences by customer type and value; the waitlist reached 4,000 registrations before orders opened.
- Optimised the e-commerce funnel after analysing category benchmarks, reducing the steps needed to add a product to the cart from four to two.

Business Developer

Sesamers, Paris | 08/2025 - 01/2026, part time during the exchange semester at ESCP

- Ran the full commercial cycle with startups, from prospecting to signature, closing €13,900 across three packages, including one of €7,900.
- On Sesamers' entry into nutraceuticals for Vitafoods, researched the sector, defined the qualification criteria and built the target account list from scratch.
- Consolidated a commercial database scattered across seven spreadsheets and replaced the single prospecting sequence with messaging adapted to each industry.

Marketing and Sales Lead

Aster Projects and Consulting, Amsterdam | 11/2024 - 04/2025, alongside the MSc

- Developed the B2B commercial funnel of a technical consultancy specialising in manufacturing and transport, from defining target accounts through to prospecting and booked meetings.
- Analysed competitors, pricing and positioning to identify how to differentiate the offer.

ADDITIONAL EXPERIENCE

Social Media Specialist, Ant. Element, Amsterdam, 08/2024 - 05/2025. Social and campaign communications at an impact-led organisation.

Marketing Manager, Erasmus Sustainability Days, Rotterdam, 10/2023 - 06/2024. Led a team of four through the festival rebrand; negotiated with the merchandising supplier until it came on board as a sponsor.

Digital Marketing and CRM Intern, Sunweb, Rotterdam, 03/2023 - 07/2023. Weekly newsletters for six European markets, with A/B testing. Student consulting project, CeraVe (L'Oréal), Rotterdam, 02/2023 - 04/2023.

EDUCATION

MSc Marketing Management, Rotterdam School of Management, 09/2024 - 06/2026. GPA 8.25/10. Master's thesis 8.5/10: qualitative case study with interviews and thematic coding in ATLAS.ti. Exchange semester at ESCP Business School, Paris.

BSc International Communication and Media, Erasmus University Rotterdam, 09/2021 - 06/2024. GPA 8.1/10. Minor in Finance, RSM. Bachillerato and A Levels taken simultaneously, in Biology, Chemistry and Mathematics.

CERTIFICATIONS, TOOLS AND LANGUAGES

Certifications: INSIDE LVMH, Luxury Craftsmanship (HEC Paris) and Sustainable Finance (RSM), 2024.

Tools: Excel, SQL, R, ATLAS.ti, Salesforce Marketing Cloud, Google Analytics, Meta Ads Manager, Shopify.

Languages: Spanish native, English C2, French A2/B1.