

Maria Baidenbaum

Mexico City | Remote

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PROFILE

With over twelve years of experience in the fields of entertainment and hospitality, I'm an Event, Travel, Project and Operations Manager, as well as a Customer Success Executive. Since my first job in the public relations industry, when I was 17 years old, I've had a passion for cultural and entertainment projects.

Maintaining excellent relationships with my customers and suppliers has been a key aspect of my work philosophy, ensuring a confident working environment where teamwork and leadership thrive. I've worked on a variety of projects for various agencies, brands, and international companies usually focused on the organizational and customer support aspects of the roles.

I worked remotely for a year prior to being hired as an Operations focused Program Leader for Remote Year and after completing a 12-month program, I was promoted to Senior Program Leader. After completing my second program I came back to Mexico City, my home town, and took over Operations Management of the entire city for Remote Year.

PROFESSIONAL EXPERIENCE

Remote Year, Mexico City

Operations Manager

2019 – Present

I oversee the entire operations of Mexico City while receiving 20-40 new digital nomads every month. It is my responsibility to deal effectively with customers, vendors, apartment owners, lawyers, and staff workers while keeping every aspect of the city running smoothly.

- *I quickly shifted the city's KPIs from below target to well above target, making Mexico City one of the top-performing cities globally. The company shut down operations because of COVID-19 and my last day working for RY will be April 30th, 2020*

Remote Year, Various Locations
Senior Program Leader

2017-2019

Accountable for the experience and success of Remote Year programs - delivered through a blend of operational and community management skills. The role involved traveling with programs and providing customer support as well as working remotely with the Remote Year team. There was a big emphasis on customer advocacy that involved on the ground support as well as managing a great influx of emails and requests in a ticketing system. The role also required me to organize the 20-40+ customers' accommodation, flights, and experiences so they would be free to enjoy their travels.

- *My programs were #1 and #3 in overall scores among 15 different programs launched between 2018 and 2019*
- *My second program was the only program to make it to the top 3 of every metric Remote Year obtained through feedback (top program score, top program leader, top community, top net promoter score, and lowest churn)*

Fabrik Brand Consulting, Various Locations
Freelance Project Manager

2015-2017

Promoting, managing and tracking the public's view of the client, through Event Planning and Media Relationship (Baileys, Tequila Don Julio, Johnnie Walker):

- *Brought in to help the agency because of my event planning experience and network in the Mexican media scene*
- *Planned four events surrounding Bailey's Mother's Day campaign for two consecutive years, eight events for Don Julio's presence in two Design Week Mexico, as well as other Diageo brand events*
- *My team surpassed the media coverage proposed on the pitch on every single event and campaign*

Carnaval de Bahidorá, Mexico City
Freelance Area Coordinator

2012-2017

Leader in charge of organizing and managing lodging facilities for V.I.P. music festival attendees. Also in charge of all lodging-related communication (ticketing, rooming, client services)

- During my 5 years in the project, I worked in hospitality management, public relations, marketing and even organizing security and bathroom facilities for the attendees
- The festival became a sustainable business by the second year, went from 3,000 to 12,000 attendees in 5 years and gained international recognition

Distrito Global, Mexico City

PR Assistant and Event Manager

2011-2014

- Large team recruitment (+100 people) and management for ticketing and PR strategies, focused on cultural projects (music festivals)
- Planning and execution of several below the line marketing events (Camel, Doritos, Kraken, Dos Equis, among others) during large scale music festivals and concerts
- Helped the company pitch and acquire 6 new multinational clients and sustain them as official sponsors of their events

EDUCATION

Bachelor Degree in Communication (2014) from Universidad Iberoamericana, Mexico City
Specialty in Entertainment and Event Managing

SKILLS

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- Spanish language (native)
 - English language (business - Cambridge certified)
 - French language (conversational)
 - Avid traveler - comfortable with change
 - Background in customer support in high-pressure environments
 - Multitasker and excellent time management
 - Communication
 - Animal lover
 - Very good with keys