



# Alumnus of the Month

**Name:** Carolina Pastor Carceller

**Nationality:** Spanish

**Schools/Universities you studied at:**

Universitat de València and University of Hertfordshire

**Year of Completion:** 2011

**Specialisation:** Global Business

**Job Title:** Digital Marketing Specialist

**Employer:** Laureate Education

**Location:** Switzerland

## What you liked about the Schools/Universities you studied at?

In Valencia I liked very much the practical approach. Mostly of the lessons were based on case studies, which forced us to put ourselves in the shoes of a manager and come up with solutions to real problems. At University of Hertfordshire, the classes were more academic and reflective with a special focus on research, which helped me develop my analytical skills.

The fact of being surrounded by students from different nationalities and backgrounds is one of the highlights of the program as it prepares you to work in global and culturally diverse environments.

## What you do in your job?

I work for Laureate Education, the largest network of private international universities worldwide. In particular, I work within the hospitality schools' vertical and I am responsible of the Digital Marketing for Les Roches International School of Hotel Management, a Swiss university with campuses in Switzerland, Spain, China and the USA. I am one of the digital brand guardians. My work consists in planning, executing and monitoring all the social media content, email marketing campaigns and webinars; as well as collaborating with other departments such as PR with the objective of increasing the brand awareness.

## Whom you would like to connect with in the Alumni Network?

I would love to connect with both, current students and graduates, interested in marketing, communication, business development and entrepreneurship.

## Contact Details

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