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Kevin Ortiz

EVENT & COMMUNICATION MANAGER

Marketing Specialist, Swiss Federal Diploma

07.12.1995 · Spanish citizen (EU) · Swiss C permit
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I work on events and on the communication around them: organisation, media and sponsor relations, content and digital channels. These are usually two separate roles, and I prefer to keep them together. My background is in classic-car events and in hospitality.

.Education

Marketing Specialist APF

SMSchool Manno · Swiss Federal
Diploma of Higher Education
2022 - 2024

Retail Trade AFC

CPC Chiasso · Manor apprenticeship
2018 - 2020

.Skills

Events & PR

Event and trade fair organisation
Press conferences and releases
Media relations

Marketing

Online and offline strategy
Email marketing and copywriting
Reputation and social analytics

.Software

Office 365	● ● ●
Canva	● ● ●
CapCut	● ● ●
DaVinci Resolve	● ● ○
Mailchimp	● ● ●

AI and automation

n8n · Make · Apify
ChatGPT · Claude · Gemini · Runway

.Languages

Spanish	Native
Italian	C2
English	B2

.Certifications

EASA A1/A3 Drone Pilot

.Experience

Marketing, Events & Communication

Scuderia Classiche GmbH, Lugano · office employee, marketing department
09.2025 - 04.2026 · project-based collaborations 2023 - 2024

- Lugano Elegance and 1000 Miglia Warm Up Switzerland: organisation and communication for both events, 40 classic cars and entrants from across Europe.
- Lugano Elegance 2026 press conference: speakers, media relations, releases and a bilingual press kit. At the table, the Mayor of Lugano, ATED and PKB.
- Swiss Classic World in Lucerne: participation run independently, from the stand and logistics through to lead collection.
- Over 20 press releases, with coverage on RSI, Corriere del Ticino, laRegion, tio.ch and Ticino Welcome.
- Online communication for both events on Instagram, Facebook and LinkedIn, with graphics, photography and video produced in-house. Newsletters to a 9,000-contact Mailchimp list.
- Relations with nine sponsors, including JP Morgan, Chopard and PKB. Coordination of staff and suppliers during the events, up to around thirty people.
- Accommodation search along the rally route automated in n8n, with output to Google Sheets.

Content Creator (50%)

Rivers Properties & Consulting SA, Lugano · Restaurants: Antica Osteria del Porto, California Bakery and Cala Melide

11.2024 - 05.2025

- "Sunset on the Lake", a music night at Cala Melide: conceived and produced, with takings 170% above a typical Saturday. The venue sold private tables for the first time.
- California Bakery: Google rating from 3.7 to 4.1 and 21 reviews in February 2025, up 110% on January. QR codes in the room, a staff incentive and weekly monitoring.
- Local Meta campaigns: CPC €0.38 and CTR 4.10% for Antica Osteria del Porto, CPC €0.33 for Cala Melide.
- Instagram, Facebook and LinkedIn for the three venues, with content produced in-house: in December 2024 alone the Osteria recorded 24,081 views and a 24.3% rise in outbound clicks.
- California Bakery repositioned towards a younger audience, with an on-site photo shoot. Communication strategies built together with the venues' partners.

Sales Consultant

mobilezone sa

08.2020 - 12.2022

- Consultative selling, order and inventory management. Employment reference with an excellent rating.

Artistic Director

Le Cap - St. Martin · project-based collaboration

2019 - 2020

- Events calendar, communication and social channels.