

JADE GIL



hadveriagil@gmail.com
603 755 462

SOCIAL IMPACT

- TECHO Foundation – Volunteer Teacher (reading instruction for children aged 4–7).
- Pilares de la Familia Foundation – Sales strategies for handcrafted products from Indigenous communities.
- Jóvenes Narradores – Theatre and storytelling programs for children, raising awareness of real-life situations in rural and underserved communities through educational plays.
- Entrepreneurship Competition (Winner) – Green wall project to support local farmers in Xochimilco.

EDUCATION

- Diploma in Photography. LENS Escuela de Artes Visuales, Madrid Spain.
- Law – Instituto de Estudios Superiores del Tecnológico de Monterrey (2014–2019)
- Musical Composition – Centro Uiversitario de Música Fermatta (2011–2013)
- Courses: singing, musical theatre, acting, stage storytelling, voice handling.

TOOLS

- Microsoft Office (excel, word, power point)



- English



- CRM



- Lightroom



- Photoshop



Creative, people-focused professional with experience in account management, event production, business development and brand experiences. Passionate about the entertainment industry and about creating meaningful, memorable experiences through storytelling.

With a strong focus on key account development and retention, strategic partnerships, and end-to-end event coordination, working closely with clients, teams, and suppliers to bring ideas to life.

PROFESSIONAL EXPERIENCE

Account & Event Manager – WORTEV 2024 – 2026 | Mexico City

- Prospecting and development of client portfolio, building long-term relationships, driving client retention and repeat business.
- Direct communication with clients before, during, and after the event.
- End-to-end event planning and coordination: vendor management, logistics and onsite supervision.
- Creative concept development: storytelling, visual identity, moodboards, scenography and aesthetic direction.
- Design and delivery of commercial proposals, negotiation and achievement of sales targets.
- Creation of memorable experiences through storytelling, creativity and emotion-driven design focused on the client.
- Production of strategic and narrative-driven events for brands such as AXA, Netflix, Binance, Knorr, Pepsi and the Mexico–Dubai Summit.
- Direct collaboration with entrepreneurs, corporate clients and investors, aligning business objectives with high-impact experiences.

Commercial & Creative Manager – LUCRECIA (Agency) 2023 | Mexico City

- Prospecting, follow-up, and management of key accounts.
- Reception and analysis of client briefings.
- Coordination and follow-up of creative and production teams.
- Direct communication with clients before, during, and after the event.
- Budget management, logistics, and vendor coordination.
- Creation of creative concepts, themed experiences, and visual proposals for international brands (HONOR, ISDIN, Clarins, SVR, Etat Pur).
- Coordination of BTL events, activations, brand experiences, and presentation of creative and commercial proposals.

Wedding Planner & Event Coordinator 2021 – 2023 | Mexico City

- Design, coordination, and execution of bespoke weddings from concept to delivery.
- Vendor supervision, logistics management, and on-the-day troubleshooting.
- Close relationship with couples to create authentic and emotionally engaging experiences.

Legal Intern – Private Sector 2019 – 2021 | Mexico City

- Drafted and reviewed corporate and employment contracts.
- Provided client support and handled confidential information.
- Developed strong organizational, analytical and communication skills.