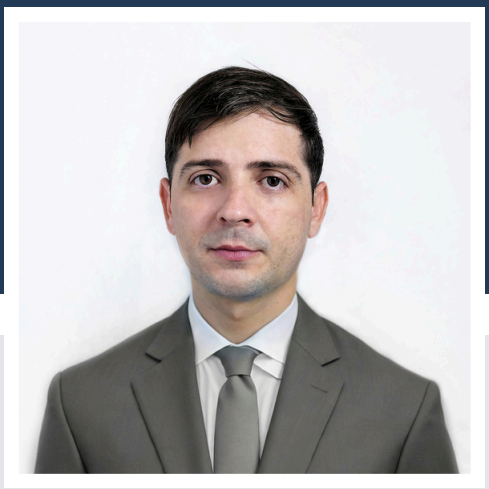

JAVIER SANZO

REAL ESTATE & MARKETING STRATEGIST | EVENTS, HOSPITALITY & BUSINESS OPERATIONS

CONTACT

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jsanzodiaz@gmail.com

Dubai, UAE

EDUCATION

UNIVERSITY OF HAVANA
(2010 - 2015)
Bachelor's Degree in World History

UNESCO - MINCULT
(2016 - 2017) POSTGRADUATE DIPLOMA
Marketing & General Marketing Management

SKILLS

- Event Planning & Execution
- Marketing Strategy & Branding
- Public relations
- Content Creation & Social Media
- Team leadership
- Hospitality & Guest Experience
- Client communication
- Proposal Writing

LANGUAGES

SPANISH **Native**

ENGLISH **Fluent**

PROFESSIONAL SUMMARY

Marketing & Business Specialist with over 10 years of experience across real estate, hospitality, and events in Cuba, Argentina, and the UAE. Proven ability to lead marketing campaigns, manage property operations, and coordinate multicultural teams. Strong background in brand development, public relations, and high-end event execution. Passionate about storytelling, real estate branding, and connecting audiences through meaningful experiences.

EXPERIENCE

MARKETING MANAGER

RE/MAX Prestige Dubai, UAE · Aug 2025 – Present

Leading marketing strategy and brand positioning for a luxury real estate company in Dubai. Managing social media content, paid advertising campaigns, property presentations, lead generation materials and website content. Coordinating with agents, developers and international investors to improve client engagement and increase visibility for off-plan and secondary market opportunities.

MARKETING & TALENT MANAGER

Dassa Talent & Entertainment, Dubai (July, 2024 - July 2025)

Leading marketing strategy and creative direction for a global talent and entertainment agency. Managing relationships with international artists, luxury hotels and event venues. Developing branded presentations, proposals and content for social media and clients. Coordinating high-end performances, artist bookings and experiential activations across the UAE and abroad.

F & B SPECIALIST

Sadeem Specialty Coffee, Dubai (Oct. 2023 - May 2024.

Delivered premium customer service in a boutique hospitality setting. Personally attended to a Dubai Sheikh on two occasions, ensuring discreet, high-standard service. Engaged clientele in both English and Spanish, building brand loyalty.

REAL ESTATE ADMIN & MARKETING MANAGER

G´Obras, Havana, Cuba (May 2018 – Jan 2022)

Oversaw real estate administrative operations for a local property development firm. Managed property listings, client relations, and internal coordination. Led marketing strategy including social media content, promotional materials, and sales campaigns. Supported the commercial department in property sales and customer engagement. Strengthened online brand visibility and lead generation through digital channels.

DEPUTY DIRECTOR

Memorial José Martí, Havana, Cuba (Oct. 2015 - April 2018)

Directed cultural and diplomatic events in coordination with Cuban institutions and international guests. Led public relations efforts and managed high-profile visits at the Palacio de la Revolution. Supervised cultural programming, marketing communications and team coordination.