



Priscilla Medina Fernandez

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ABOUT ME

Certified PMP® Project Director with 9+ years of experience leading cross-functional teams and delivering complex projects. Strategic, adaptable, and results-driven with a strong focus on IT, operations, and digital transformation.

WORK EXPERIENCE

GRUPO IDEX

Website <https://www.grupoidex.es/>

PROJECT COORDINATOR – 05/02/2024 – 31/08/2025

- Led cross-functional coordination with departments (Procurement, Marketing, Sales, Finance, HR, Services) to align project goals with overall business strategy.
- Defined KPIs and tracked progress to evaluate performance, mitigate risks, and ensure timely delivery.
- Ensured compliance with brand standards, local regulations, and internal company policies across all initiatives.
- Managed multidisciplinary teams using Agile methodologies (Scrum/Kanban), optimizing workflows and improving client satisfaction.

INCUBADORA DESPEGUE – VALENCIA, SPAIN

Website <https://despegue.uno/>

IT PROJECT MANAGER – 10/2023 – 02/2024

- Developed and implemented tailored CRM systems to optimize client acquisition, retention, and lifecycle management for SMEs.
- Designed automated workflows and customer segmentation strategies to enhance personalized communication and improve conversion rates.
- Led the creation of digital client acquisition systems integrating multiple channels (email, social media, web) for effective lead generation.

HACKINMEDIA – VALENCIA, SPAIN

IT PROJECT MANAGER – 12/2021 – 09/2023

- Designed and executed digital, hybrid, and in-person event strategies aligned with business and brand objectives.
- Managed cross-functional teams to deliver over X events using collaboration tools like Trello and Slack.
- Applied agile project management to improve delivery speed and operational efficiency.
- Built and maintained key stakeholder relationships, with a strong focus on post-event performance tracking.

VALENCIA NO DUERME SL – VALENCIA, SPAIN

Website <https://valencianoduerme.com/>

SPECIAL PROJECT MANAGER – 01/2019 – 12/2021

- Led end-to-end production of high-impact cultural and entertainment events, from concept to execution.
- Designed creative experiences tailored to diverse audiences, strengthening local brand positioning.
- Coordinated teams and vendors to ensure quality, timing, and cost control.
- Implemented operational and safety protocols for large-scale live events.

PROJECT LEADER – 09/2015 – 12/2018

- Led commercial projects with a strong focus on client service, supplier coordination, and logistics.
- Strengthened skills in negotiation, incident resolution, and managing time-sensitive operations.

● **EDUCATION AND TRAINING**

09/2014 – 04/2017 Spain

BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION University of Castilla-La Mancha

Studied core subjects in business administration, economics, finance, and marketing.
Acquired skills in business planning, organizational structure, and financial analysis.

Field of study Business, administration and law

06/2024 – 02/2025

PMP® - PROJECT MANAGEMENT PROFESSIONAL Project Management Institute

PMI-ACP® - AGILE CERTIFIED PRACTITIONER Project Management Institute

PMI-PBA® - BUSINESS ANALYSIS PROFESSIONAL Project Management Institute

PMI-RMP® – RISK MANAGEMENT PROFESSIONAL Project Management Institute

SCRUM MASTER PROFESSIONAL CERTIFIED (SMPC)® EIGP - INTERNATIONAL SCHOOL OF PROJECT MANAGEMENT

● **LANGUAGE SKILLS**

Mother tongue(s): **SPANISH**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ITALIAN	C2	C1	C1	C1	C1
ENGLISH	C1	C1	B2	B2	C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **SKILLS**

Microsoft Office | Microsoft Excel | Development Methodologies: Scrum, Kanban | SCRUM master | customer relationship management | risk identification | Agile development | ICT project management methodologies | business processes | sales strategies | negotiate with stakeholders | communicate with customers

● **VOLUNTEERING**

05/07/2024 – CURRENT Valencia - Spain

Vice President I – PMI Levante Chapter Spain

- Actively involved in leading and coordinating activities of the regional chapter of the Project Management Institute (PMI).
- Promote professional development and continuous learning through events, workshops, and networking opportunities.
- Facilitate communication between members and the global organization, driving initiatives that strengthen the project management community in the region.
- Participate in strategic planning to enhance the chapter's visibility and impact within the industry.

Link <https://pmi-levante.org/capitulo-pmi-levante/>

● **LETTERS OF RECOMMENDATION**

Letters of Recommendation

https://drive.google.com/drive/folders/1rBmWX4R_i1tTfJWMxK4YfaMn0w5wymxD?usp=sharing

● **HOBBIES AND INTERESTS**

Sports, Nature & Mindful Living

I have always been passionate about sports and outdoor activities. For years, I competed in running races and martial arts, where I earned a black belt and taught children as an instructor. After a sports injury, I shifted my focus to strength training, endurance sports, and long nature walks. I deeply value peace, beautiful landscapes, and mindful routines that balance body and mind.

● **DRIVING LICENCE**

Driving Licence: B