

Hi, it's *Blanca*

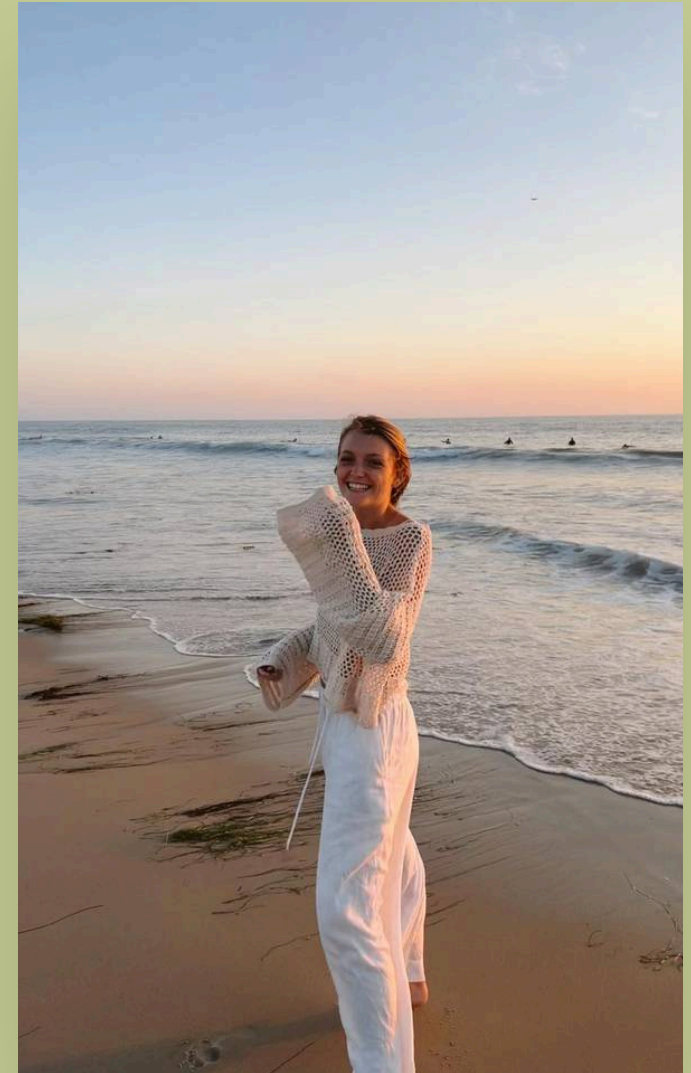


/MARKETER · MADRID

I'm Blanca Chávarri, a Marketing & Digital Business graduate from ESIC University. I am drawn to projects that turn a good idea into a brand capable of connecting with people and telling purposeful stories.

I combine the strategic side of marketing with content creation, photography and video. My experiences in Paris, San Diego and Cambodia taught me to approach every project with curiosity, care and an open mind.

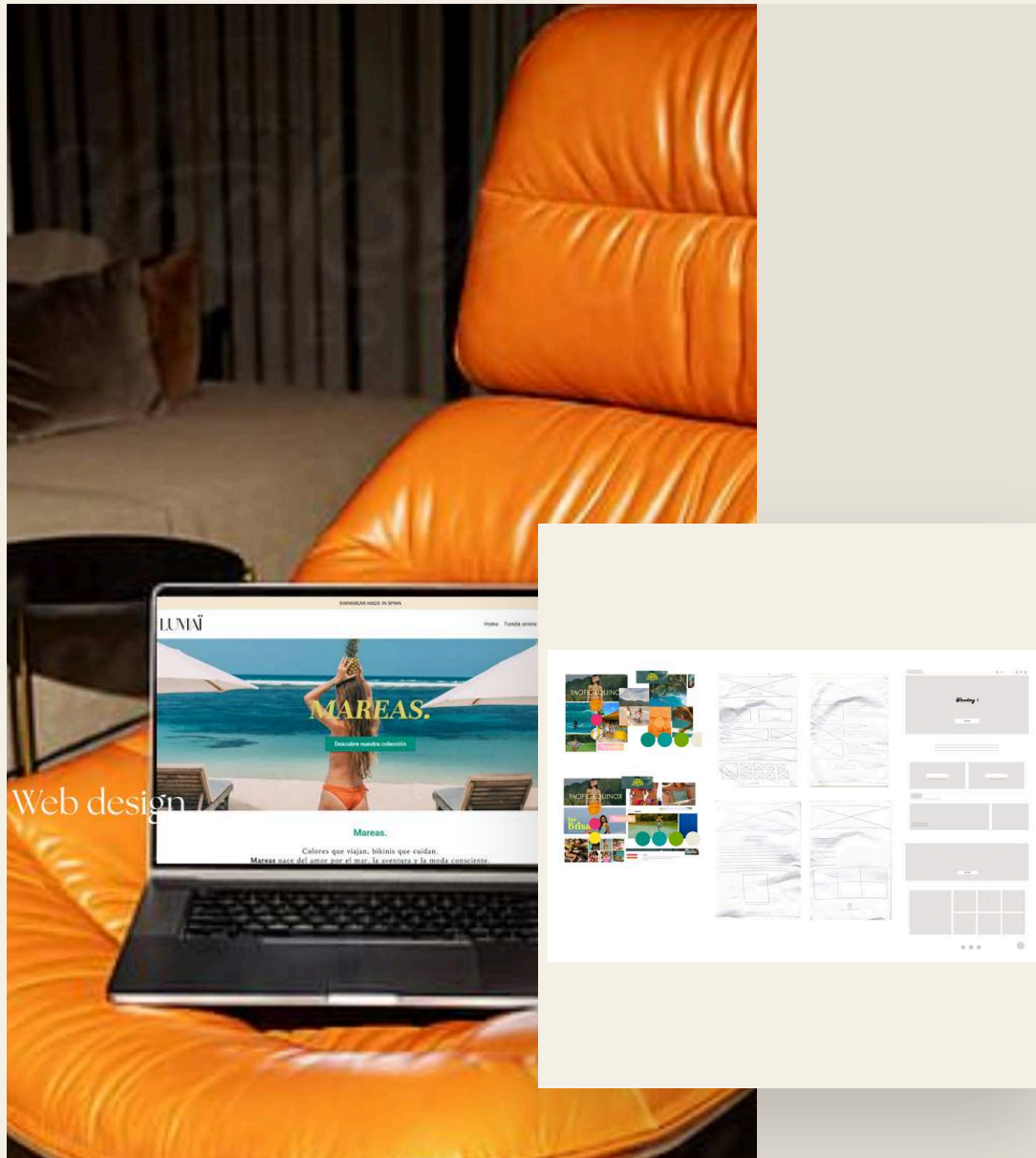
Through my internships at Ecoalf, Tendam and Suarez I explored different areas of marketing and confirmed that I want to keep learning through work that brings together strategy, creativity and purpose.



Selected work

01	Lumaï	2024
03	Nordgreen	2024
05	With Love	2023
07	Cortijo de Gorbea	2026
09	TU DAY — Things don’t happen at home	2026
11	Glossier Campaign	2024
13	Tiffany & Co.	2025
15	Furniture That Tells a Story	2024

02	Ecoalf Camps	2025
04	Bringing Back Legends	2025
06	Glossier — Web Audit	2025
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14	ArtFoam — Protect Your Picasso	2024
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ESIC UNIVERSITY · DIGITAL SPACE GENERATION

Lumai

This project involved developing the visual identity and web design for LUMAI, a fashion brand inspired by summer, colour and the spirit of the Pacific. I worked across the entire process—from the logo, colour palette, typography and visual world to the digital experience—to build a coherent and engaging brand. The project included moodboards, wireframes, Figma prototypes and the final WordPress online store, turning the design into a fully functional website.

[VIEW PROJECT ONLINE ➤](#)

ESIC UNIVERSITY · FINAL DEGREE PROJECT · GRADE: 9.7

Ecoalf Camps

This Final Degree Project grew out of the connection I developed with ECOALF during my summer internship with the brand. I have always admired its aim to go beyond products and build a genuine lifestyle around sustainability. Together with Rodrigo Moreno, and following market research, we proposed a new business model: summer camps for children designed to pass ECOALF's values on to new generations through experience, education and contact with nature, fostering a commitment to caring for the planet from childhood.

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SOMOS
STORYDOERS,
NO
STORYTELLERS

CAMPAMENTOS
ECOALF

Business Model

INVESTIGACIÓN DEL NUEVO MERCADO



Mercado de Campamentos recreativos y vocacionales

Crecimiento de 94 mil millones de \$ en 2023

↓

120 mil millones de \$ en 2032

Tendencias

- Campamentos eco
- Glamping
- Campamentos De-lux
- Campamentos multiaventura
- Campamentos familiares



Escenarios para la contribución del rollover a el total de las tipo en vacaciones en figura 2023

Figura 2024

ECOALF



SAN DIEGO STATE UNIVERSITY · CREATIVE CAMPAIGNS

Nordgreen

This project involved creating a campaign for Nordgreen, a Danish watch brand that combines Scandinavian minimalism with a strong commitment to sustainability. After analysing the brand, competitors and target audience, I defined a USP that joined elegance with positive impact and developed the creative concept “Where Simplicity Meets Sustainability”. From this idea I designed an integrated campaign spanning print, social media and street marketing, using natural elements and the brand’s social-impact programme to communicate both the product and its purpose.

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ESSEC BUSINESS SCHOOL PARIS · MEDIA COMMUNICATION & ADVERTISING

Bringing Back Legends

eBay—does that still exist? That question sparked this project. Together with my team, I developed a Media & Communication Plan to reposition eBay for Gen Z and turn that perception into an opportunity. After analysing the market, competitors and consumer behaviour, we created #BringingBackLegends, redefining eBay as the place where iconic objects find a second life and a new story. The 360° strategy covered social media, outdoor advertising, university experiences, loyalty and branded content, adapting the message to every channel and placing storytelling at its centre.

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#bringingbackl

dia plan

Bringing Back Legends



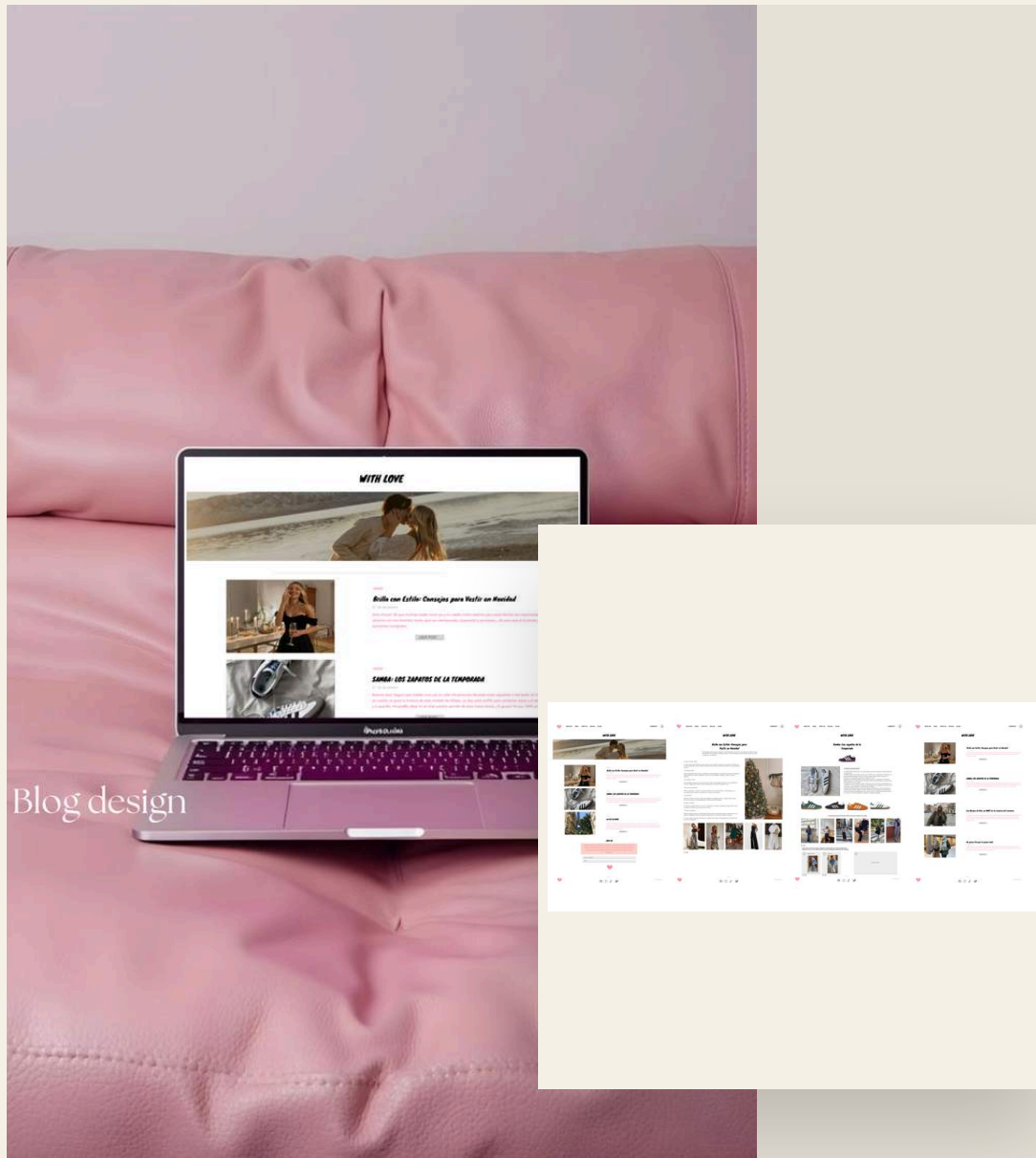
3 episodes that tell the story of a product from the buyer and seller perspective.

Giving products another life

Different categories to express the "you can buy and sell ANYTHING".

Tone: fresh, nostalgic and fun

KPIs: CPC, CTR (new users), Impressions, GRP, CPM



Blog design

ESIC UNIVERSITY · WEB DESIGN

With Love

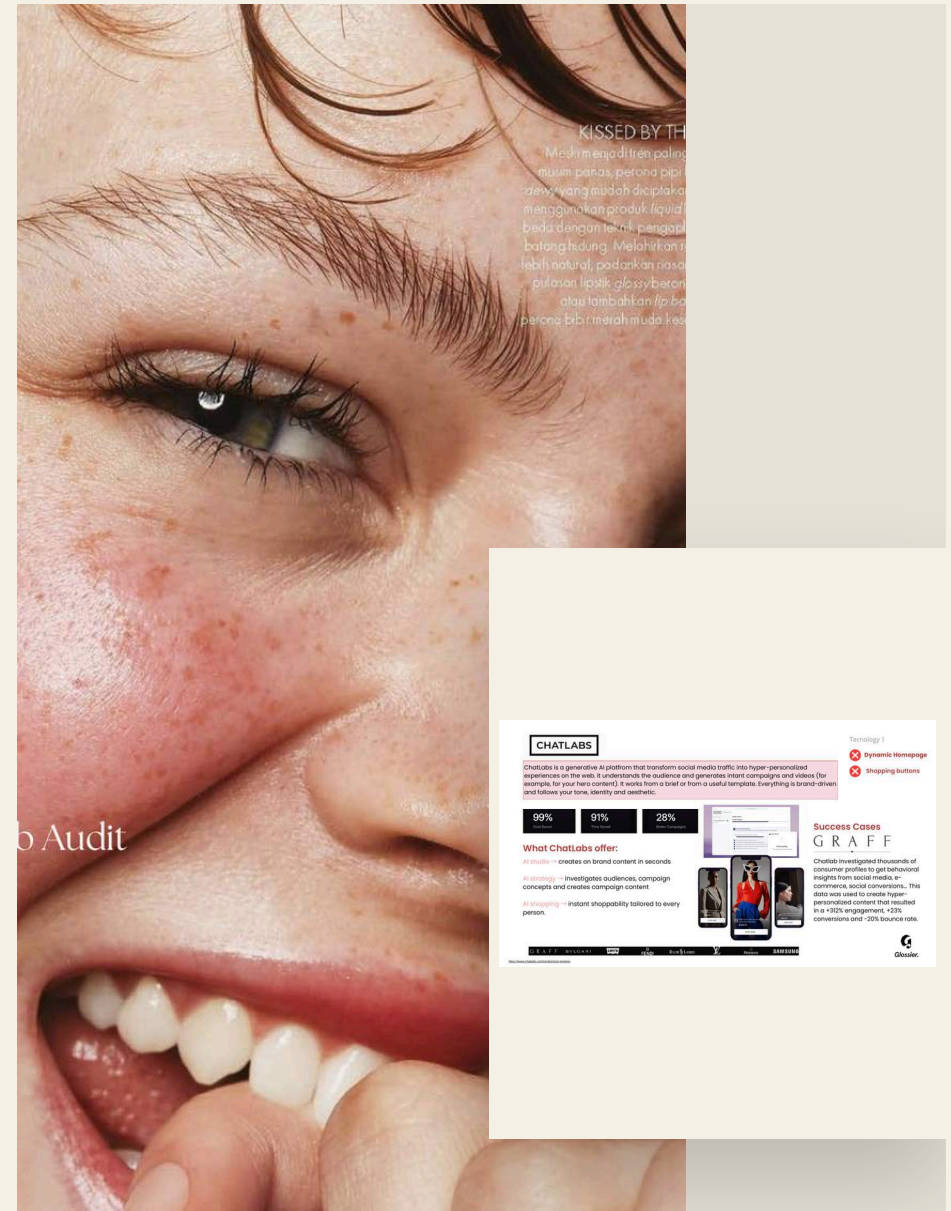
For this project I designed With Love, my own fashion and lifestyle blog, working through the entire process from research to the final Figma prototype. After reviewing other blogs, defining the target audience and creating the information architecture and user journey, I developed a functional, visual and approachable website featuring fashion, beauty, travel and trend content alongside spaces for community and interaction. The aim was to create an engaging, intuitive and distinctive experience that inspired participation.

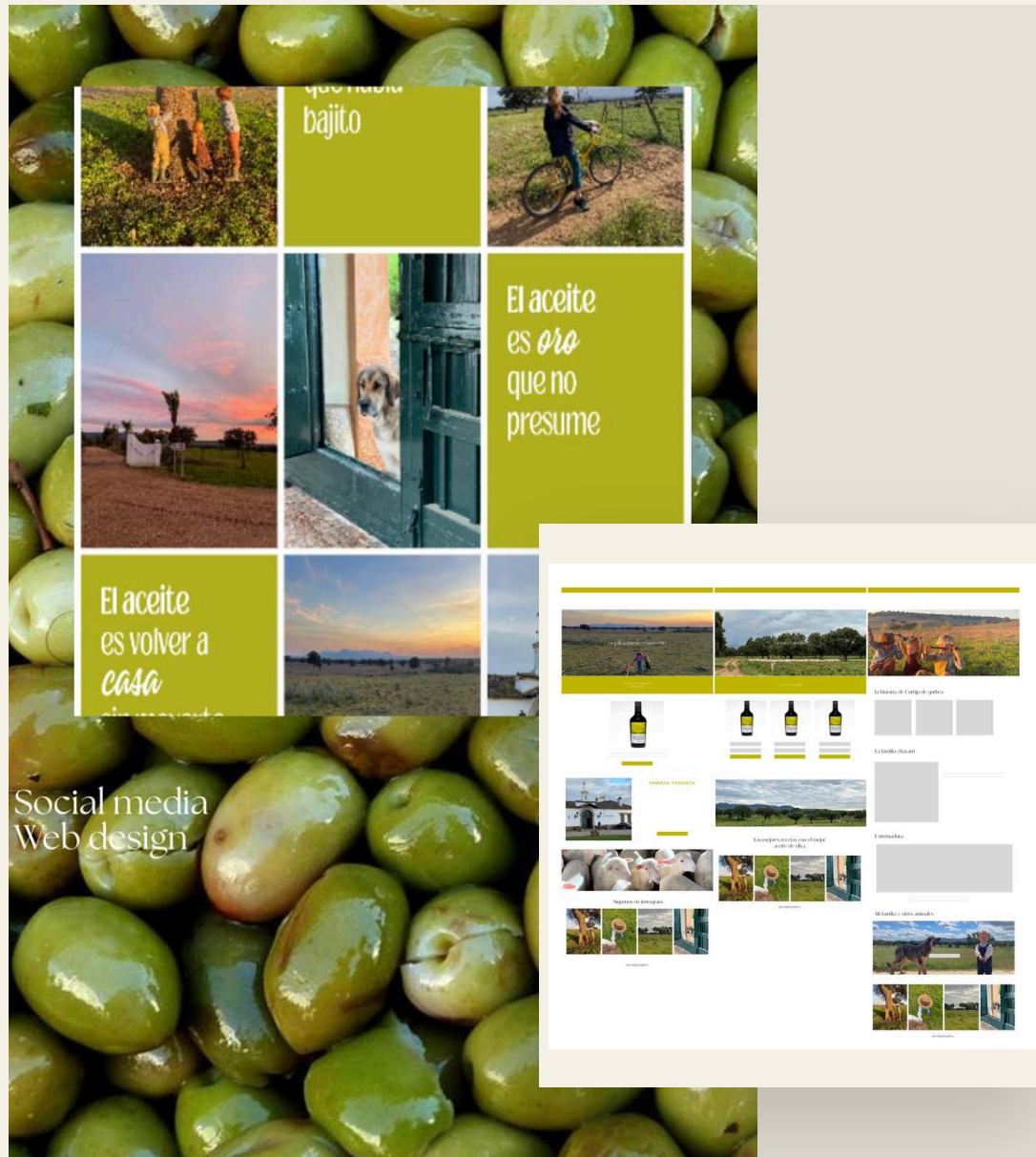
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ESSEC BUSINESS SCHOOL PARIS · E-BUSINESS

Glossier — Web Audit

For this project we analysed Glossier's website, a digital-first beauty brand whose success has largely been built through e-commerce. We studied its strengths and opportunities for improvement and proposed ways to transform the shopping experience through artificial intelligence and new technologies. Our ideas included AI-powered personalisation, 3D product visualisation and improvements to customer support and the purchase journey, aiming to increase conversion and loyalty while strengthening the brand's innovative position.

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PROFESSIONAL PROJECT • DIGITAL STRATEGY

Cortijo de Gorbea

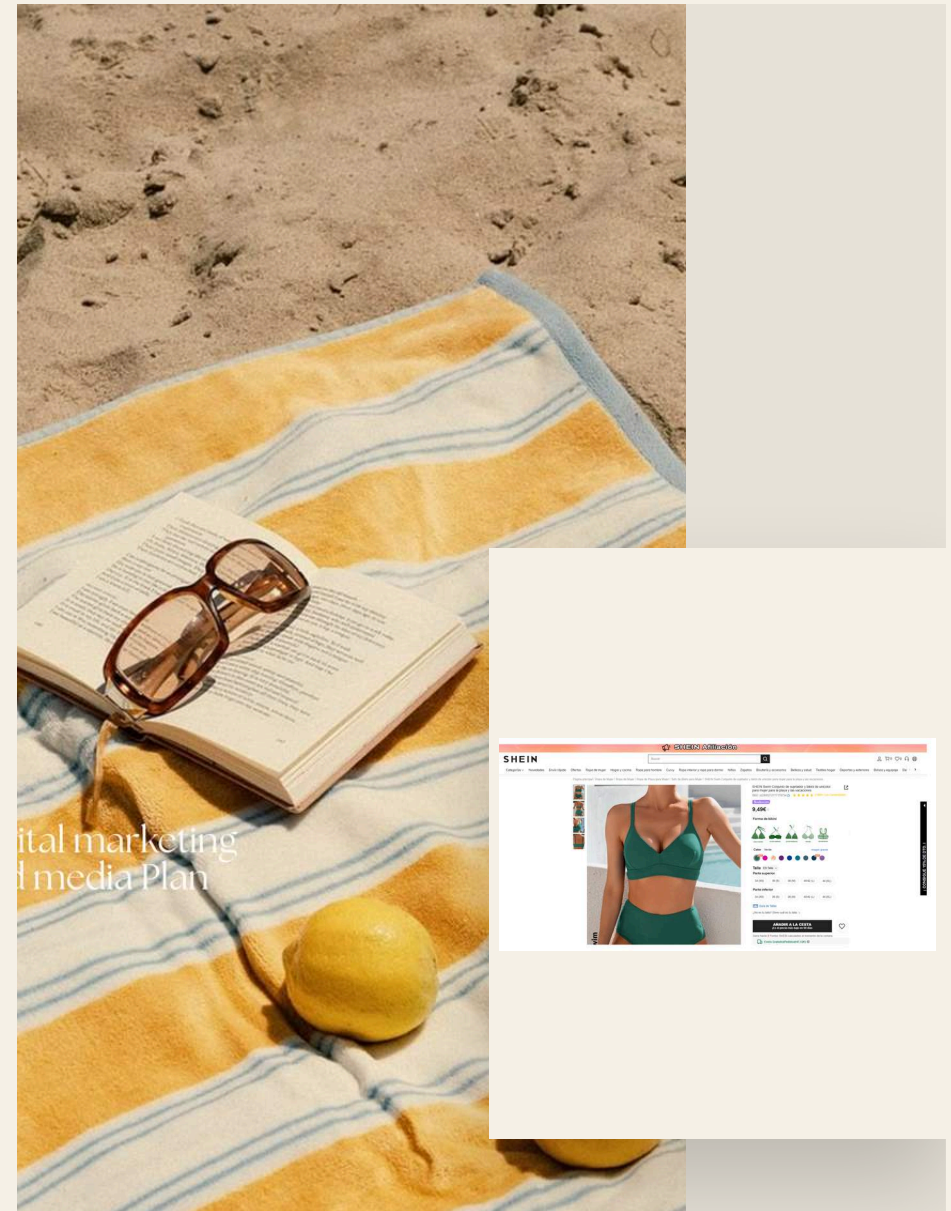
For this project I developed the communication strategy, social media presence and web design proposal for Cortijo de Gorbea, a family producer of extra virgin olive oil. The goal was to create a digital identity that conveyed the quality of the product, the family's story and the value of the Extremaduran dehesa, turning an everyday product into a brand with personality. I designed a content strategy, a conversion-focused web experience and a storytelling-led communication system adapted to each channel and consumer need.

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ESIC UNIVERSITY · DIGITAL MARKETING

SHEIN

SHEIN has transformed how younger generations discover, consume and buy fashion. In this project we analysed its digital marketing strategy to understand how it became one of the world's fastest-growing fashion platforms. We examined its positioning, value proposition, competitive resources through VRIO, customer journey and consumer profiles, then designed a summer-collection campaign combining SEO, personalisation, branded content and loyalty actions to improve the user experience and increase conversion through creativity and data.

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ESIC UNIVERSITY · ESIC GARAGE

TU DAY — Things don't happen at home

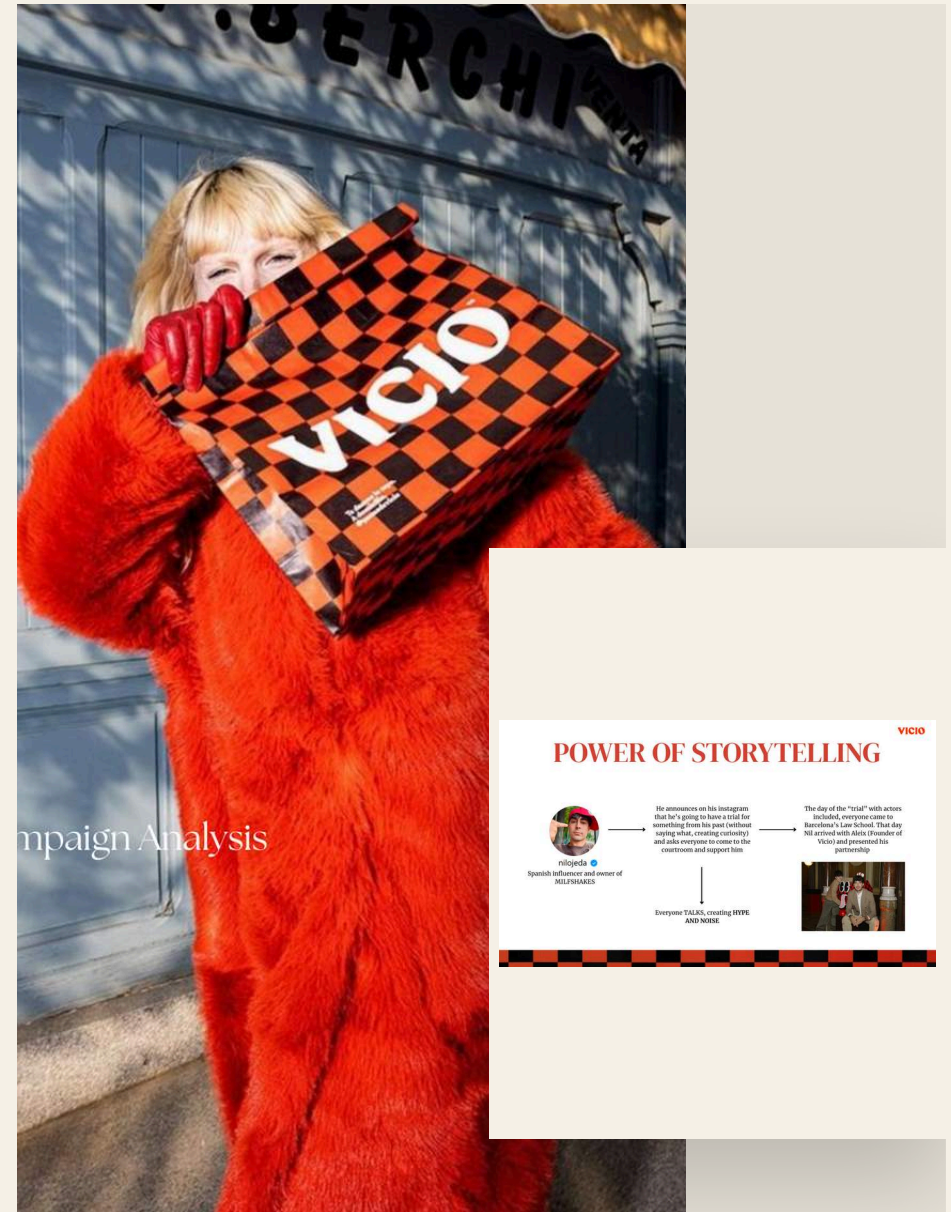
This entrepreneurship project involved creating TU DAY, an app designed to challenge passive leisure and help people discover, create and share plans in one platform. Together with my team, we developed the startup's value proposition, business model and growth strategy, creating a user-centred solution that transforms how people discover and experience activities. It allowed me to work through every stage of building a startup, from identifying a real need to designing an innovative solution with growth potential.

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ESSEC BUSINESS SCHOOL PARIS · MEDIA COMMUNICATION & ADVERTISING

VICIO × MilfShakes

During my Erasmus in Paris, I analysed a communication campaign by one of my favourite Spanish brands. I chose the collaboration between VICIO and MilfShakes by Nil Ojeda because it is a strong example of disruptive marketing and brand building. Known for breaking traditional marketing rules through bold, creative and humorous campaigns, VICIO turned the launch of a new burger and toy collection into a viral phenomenon by combining influencer marketing, storytelling, anticipation and precise execution.

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SAN DIEGO STATE UNIVERSITY · CREATIVE CAMPAIGNS

Glossier Campaign

For this project we developed a future campaign for Glossier, a beauty brand known for its “skin first, makeup second” philosophy and simple, effective, skin-friendly products. Together with my team, we defined the USP and analysed user personas, brand values, tone of voice, competitors and creative territory. My contribution was “Become an Artist”, a theme inspired by makeup as a form of expression, creativity and fun without compromising skin care. I then developed the campaign sketches, making this my first creative-direction project and confirming my passion for branding and campaign development.

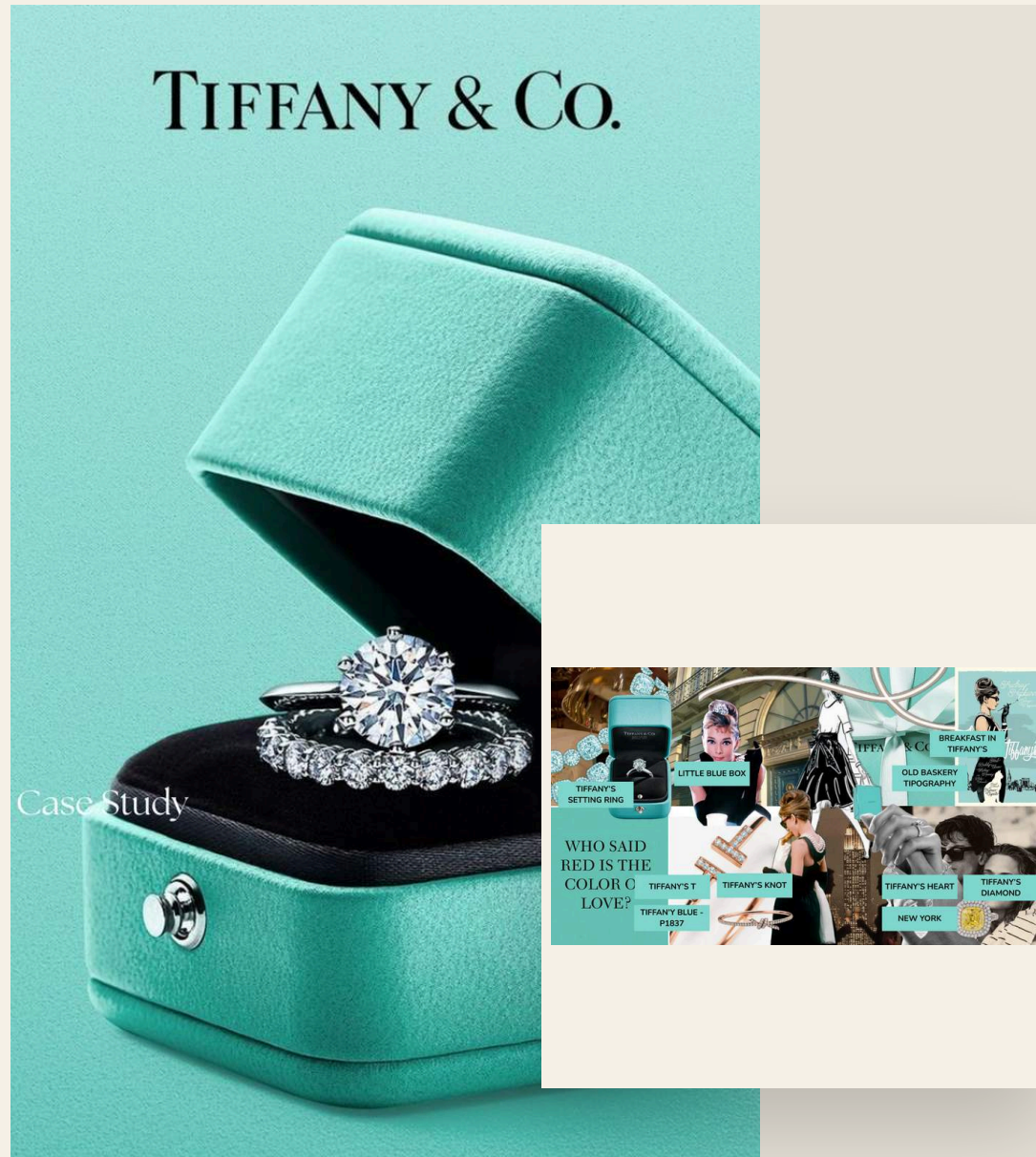
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ACADEMIC PROJECT · SOCIAL MEDIA STRATEGY

Pago de Larrainzar

For this project I developed the communication and social media strategy for Pago de Larrainzar, a family-owned winery in Navarra. Starting with an analysis of the brand, its audience and competitors, I designed a strategy centred on storytelling, wine tourism and community building. The aim was to show how a small winery can stand out on social media by sharing its history, values and experiences, adapting content, channels and tone to different consumer profiles to build an approachable and memorable brand.

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ESSEC BUSINESS SCHOOL PARIS · LUXURY BRAND MANAGEMENT

Tiffany & Co.

Luxury is not only about selling exceptional products, but about building a world capable of creating desire, aspiration and meaning over time. In this project we carried out a strategic analysis of Tiffany & Co., examining how a luxury brand builds and protects its identity through heritage, visual codes, storytelling, the Brand Prism and sustainability as part of its value proposition. We also addressed one of the sector's major challenges—maintaining exclusivity in an increasingly competitive market—and proposed ways to strengthen brand value, innovate without losing its essence and connect with new generations.

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SAN DIEGO STATE UNIVERSITY · VENTURE LAUNCH · APPLIED INNOVATION
CHALLENGE: 2ND PLACE

ArtFoam — Protect Your Picasso

This innovation and entrepreneurship project involved creating ArtFoam, a startup focused on solving a real problem in the art sector: protecting artworks during transport. Working with an international team, we developed the business idea from scratch through market research, interviews with industry professionals, the value proposition, business model and go-to-market strategy.

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I. EXECUTIVE SUMMARY

Overview

ArtFoam is revolutionizing the fine art shipping industry with its premium packaging that will ensure the safety of artwork during transportation and "Protect Your Picasso." Also, we will offer personalized package options for a wide range of sizes and needs. This packaging consists of our new polystyrene foam and wood frame, which will protect the artwork against environmental elements, temperature changes, and impact during the shipping and handling process. We will also include features such as security codes and RFID tracking systems as additional consumer benefits.

The Problem and Our Solution

On many occasions, there are mishaps that occur during transportation that cause artwork to arrive in a damaged state, which is very difficult to recover from. Works of art are irreplaceable and unable to be limited, meaning that the delivery has to be a seamless process. ArtFoam offers this with our superior packaging options. We address and prioritize the needs of artists, galleries, and shipping companies that frequently face these challenges. Our goal is to preserve artistry and craftsmanship at all costs.

The Industry

The potential for polystyrene foam's implementation into the fine art shipping sector is possible although there are barriers to entry that are high. This is due to the current foam and packaging materials that have already been established in the industry. Although this may be the case, ArtFoam offers a unique value proposition that will set us apart from other protective packaging solutions in the industry. The current industry size is approximately \$198.4 million. In the full industry analysis, we will explain more about the growth rates, sales projections, and trends.

Our Market

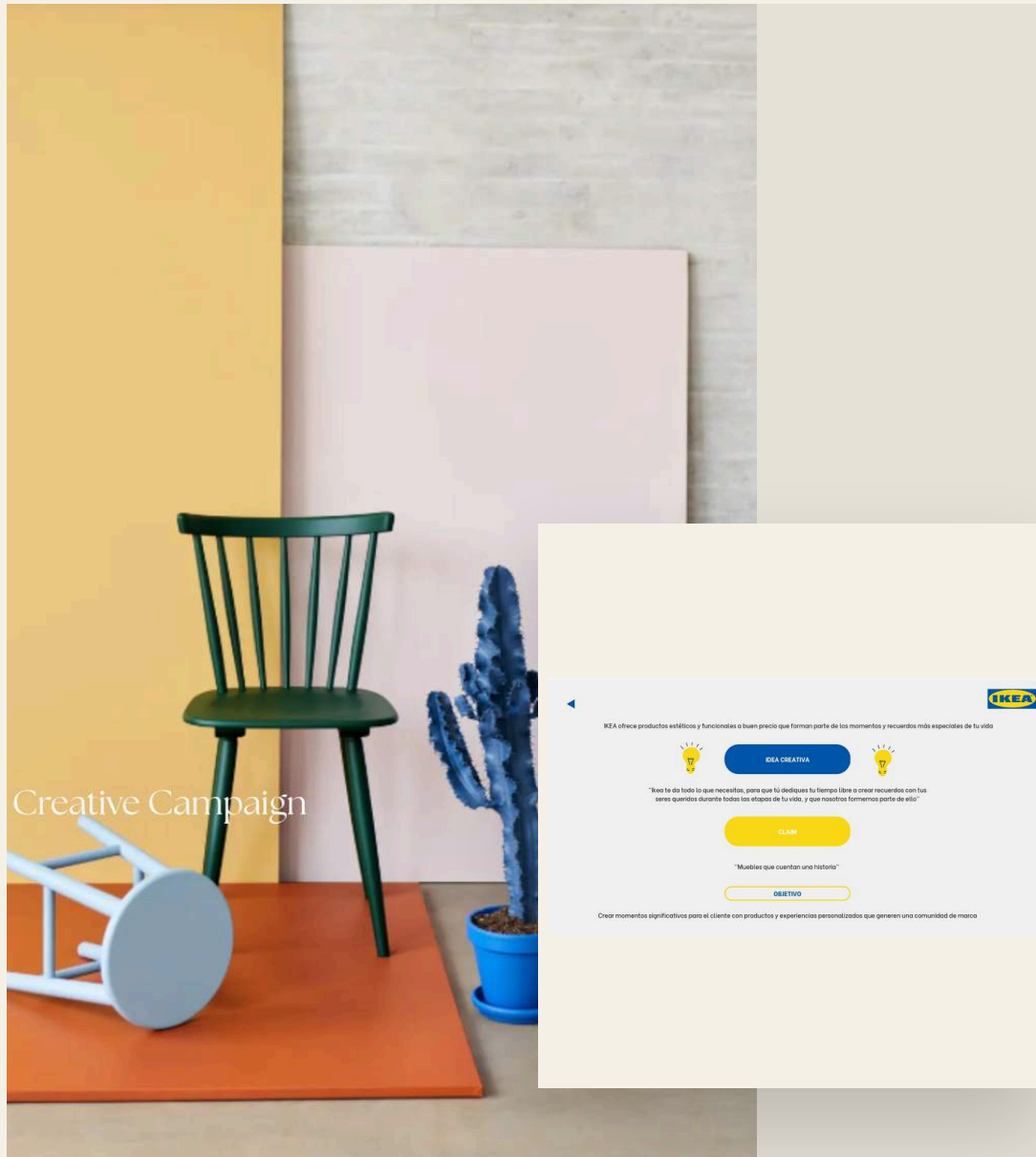
ArtFoam's target market consists of three sectors: art galleries, art shipping and logistic companies, and artists, which are interdependent upon each other. After considering the factors of delivery and how each of these targets choose to handle the process, we were able to understand how to approach our customers. In the full market analysis, we will explain more about segmentation, buyer behavior, and competitor analysis.

Marketing Plan

ArtFoam will offer a rental service that has a range of prices between \$30-100 a day, depending on the amount of time the customer chooses to rent our product. This is a great way to reduce waste and harm towards the environment, as well as create more usage of the product. We will focus on promoting our product and reaching out to art logistic companies using email marketing, as well as SEO strategies to acquire traffic to our website. Also, we will attend industry events to approach them and demonstrate our value proposition in person. In the full marketing plan, we will discuss the product, pricing strategy, and more promotion tactics.

Operations and Development

In the early stages, ArtFoam's operational plan involves sourcing high quality materials (glue, wood, and metal) from suppliers at an affordable cost, as well as establishing an efficient manufacturing process that saves time and money in the long run. One of our primary focuses will be research and development in order to have continuous improvement and growth. In the full operations plan, we will thoroughly discuss our model, necessary procedures, facilities and equipment needed, and future product development.



ESIC UNIVERSITY · NEW TRENDS IN MARKETING AND SALES

Furniture That Tells a Story

For this project we developed a new IKEA communication campaign around the idea that furniture does more than fill a house: it becomes part of the memories created there. Under the concept “Furniture That Tells a Story”, we designed a strategy to connect emotionally with different customer profiles through personalised content, loyalty initiatives and tools such as artificial intelligence and augmented reality to improve the shopping experience.

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ESIC UNIVERSITY · MARKETING PLAN

AC Hotels

How can a hotel chain continue to stand out in such a competitive market? That was the starting point for this project. Together with my team, we developed a Marketing Plan for AC Hotels by Marriott, analysing the market, consumer behaviour and competitors to identify new growth opportunities. From this research we designed a strategy to increase direct bookings, strengthen brand positioning, build loyalty and attract new segments through a communication and marketing plan with defined actions, objectives and KPIs.

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Let's work together

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