

Barbie Bertisch

Buenos Aires born and raised, residing in Brooklyn, NY. I split my time managing high-end digital products for a living and contributing to the city's underground dance music culture through documenting, DJing, and radio.

Fluent: English, Spanish / Photoshop, Illustrator, InDesign, Keynote, Wrike, Basecamp, Wordpress, Jira, GitHub / Communications / Content / Social Media / Event Production / Promotions / Design Standards & Typography / Photography

[Portfolio](#) — [Love Injection](#) — [The Lot Radio](#) — [Dublab](#) — [Classic Album Sundays](#) — [Record Collector](#)

2016 - Today

TripCraft, Viral App

Account Director / Culture Director

Lead of all Client Projects, overhaul of Business Development process. Creative, Product roadmapping. Viral: iOS App Marketing, Content Direction, Visual Guidelines, Resource Management. Hospitality Clients include: The Standard, Viceroy, & Swire Properties.

2016 - 2014

King & Partners

Account Manager

Communications, Project & Resource Management. Account Budgeting. Weekly team briefings. Worked closely with CEO, COO & CD. EComms & Real Estate Clients: Elie Tahari, Faena Hotels, Mary Katrantzou, Delpozo, Moinian Group, The Mark Hotel, amongst others.

2013 - 2014

Makeable

Office Manager

Communications, Accounting (Mother New York), budgeting, invoicing, contractors & vendor management. Management of Makeable's branding projects, enforcing company standards, event production. Copywriting (English & Spanish). Client relations, scheduling and time management.

2012 - 2013

Surface to Air

Boutique Coordinator

Introduction of Parisian Surface To Air brand to US Retail Market. Communications with Paris HQ. Client Book & Relations. Women's buying, production/design liaison with designers in HQ. Visual merchandising & procedures. Team Onboarding. Vendor management. Press loans, styling VIP clients.