



Across different countries and cultures, I've discovered that the most meaningful experiences are those that help people feel seen, supported and that they truly belong. Whether coordinating programmes, supporting guests or delivering community initiatives, I'm driven by connecting people, fostering collaboration and creating experiences where individuals feel valued, cared for and empowered to thrive.

DETAILS

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ADDRESS
Hauptgasse 21, CH-4600 Olten

NATIONALITY
Colombian · Swiss B-Permit

LANGUAGES

- Spanish — native
- English — fluent
- German — basic

AREAS OF EXPERTISE

- Community Engagement
- Stakeholder Coordination
- Event Coordination
- Relationship Building
- Cross-Cultural Communication
- Adaptability & Continuous Learning

INTERESTS

- Dance
- Yoga
- Somatics
- Travel
- Culture
- Wellbeing
- Community

Luisa SANDOVAL

COMMUNITY & PROGRAM COORDINATOR

PROFESSIONAL EXPERIENCE

04.2025 —
PRESENT

Guest Experience & Luxury Hospitality

PARK HYATT ZÜRICH · ZÜRICH, SWITZERLAND

- Collaborated closely with cross-functional teams to develop seasonal concepts, enhance service delivery and create personalised guest experiences — combining creativity, attention to detail and collaboration to deliver memorable guest journeys.
- Expanded expertise through cross-training in Banquets and Events & Sales, strengthening knowledge of event coordination and luxury hotel operations.
- Resolved guest concerns and service challenges proactively, collaborating across departments to ensure exceptional guest satisfaction while consistently maintaining five-star service standards.

04.2024 —
11.2024

Festivals & Events Officer

LEICESTER CITY COUNCIL · LEICESTER, ENGLAND

- Contributed to crowd management, operational safety, risk assessments and contingency planning — collaborating with internal teams, external partners and emergency services to support the safe delivery of large-scale public events.
- Supported the planning and delivery of large-scale cultural events throughout the project lifecycle, coordinating stakeholders, audience engagement, sponsorship activations and live operations from Event Control Rooms and on-site.
- Contributed to sustainability initiatives under Leicester's Vision 2025 and the Green Events Code of Practice.

01.2020 —
PRESENT

Community Wellbeing Facilitator — Freelance

BOGOTÁ, COLOMBIA

- Designed and facilitated wellbeing experiences through dance, yoga and somatic practices, fostering confidence, connection and personal growth.
- Developed partnerships with wellness and lifestyle brands, increasing community engagement through collaborative initiatives.
- Inspired the creation of *Odisea*, a community initiative focused on wellbeing, belonging and meaningful human connection.

EDUCATION & TRAINING

10.2023 —
10.2024

Master of Cultural Events Management

DE MONTFORT UNIVERSITY · LEICESTER, ENGLAND

Dissertation: "Development of Sustainability Models in Events and Festivals"

- Digital Entrepreneurship & Marketing in Cultural Event Contexts
- Events Leadership · Festivals & Events Practices

08.2019 —
07.2023

Bachelor in Performing Arts & Production

EMPHASIS IN SOMATICS · PONTIFICIA UNIVERSIDAD JAVERIANA, BOGOTÁ