

ANA LUCIA ALONSO

HOSPITALITY ENTREPRENEUR

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Co-founder of Cavita Restaurant in London, I bring 15+ years of experience in hospitality, communications, and cultural storytelling. My latest efforts have been on bridging heritage and sustainability — from renewable energy and zero-waste systems to ethical sourcing and community education. I'm passionate about transforming dining into a platform for environmental and cultural impact.

AREA OF EXPERTISE

Sustainable Hospitality Strategy	Culinary Concept Development	Cross-Cultural Team & Project Management
Brand & Communication Leadership	Influencer & Media Relations	Ethical Agrifood Partnerships

KEY ACHIEVEMENTS

- **Pioneered Cavita's Sustainability Framework:** Designed and implemented a holistic sustainability model for the restaurant — including renewable energy use, ingredient traceability, and a near-zero waste kitchen system.
- **Positioned Cavita as a Cultural Landmark:** Built a brand identity that celebrates ancestral Mexican foodways while appealing to London's AB1 audience, resulting in widespread acclaim and partnerships with ethical producers and global media.

PROFESSIONAL EXPERIENCE

Cavita Restaurant, London	Jan 2020 - Present
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- Led brand strategy and communications, shaping Cavita's identity as a modern tribute to Mexican heritage through digital storytelling, press, and guest experience.
- Directed sustainability initiatives, integrating renewable energy sources, responsible waste management, and ethical supply chains into daily operations.
- Curated cultural and culinary partnerships, aligning with chefs, mezcaleros, and artisans to deliver authentic, immersive dining rooted in tradition and innovation.

Ocean Club, Marbella	Feb 2012 - Dec 2018
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- Strategic Brand & Communications Leadership
- Developing and executing communication campaigns, branding strategies, and contract negotiations — while overseeing team performance, media relations, and crisis PR across high-profile hospitality ventures.
- Restaurant Operations & Market Feasibility Expert
- End-to-end consultancy in hospitality operations — from pre-opening planning, market analysis, and feasibility studies to restructuring, repositioning, and performance-driven implementation.
- Public Relations & Influencer Engagement
- Orchestrating high-level PR campaigns, media outreach, and influencer collaborations, with a strong record in building press relationships and delivering measurable ROI through targeted storytelling and social media strategy.

- Sustainable Culinary Storytelling
- Bridging gastronomy and environmental consciousness through ingredient provenance, ancestral techniques, and conscious dining narratives.
- Event Concept & Execution
- Full-cycle event creation — from ideation and budgeting to VIP handling, promotion, and post-event analysis — always aligned with brand values.
- Digital Strategy & Social Media Revitalization
- Transforming restaurant and bar identities online through curated content, influencer partnerships, and trend-aligned campaigns that drive engagement and bookings.
- Cross-Functional Leadership & Team Building
- Hiring, training, and mentoring diverse hospitality teams across international venues, uniting operations, culture, and guest experience.
- Luxury Lifestyle Positioning
- Positioning brands at the intersection of fine dining, design, and cultural relevance — appealing to high-value audiences in global markets.

EDUCATION

Bachelor in PR & Advertising

March 1995 - March 2001

Universidad de Ciencias Empresariales y Sociales, UCES, Buenos Aires, Argentina

ADDITIONAL INFORMATION

- **Languages:** English, Spanish
- **Certifications:** Master In Corporate Communication 2000 - 2001