

VERONICA CANCIO DE GRANDY

PORTFOLIO



www.veronicacdg.com

CONTACT



[in/vcanciodegrandy](https://www.linkedin.com/in/vcanciodegrandy)



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WORK PERMIT

USA & Europe | active

LANGUAGES

English | native

Spanish | native

French | fluent

German | conversational

Catalan | conversational

EDUCATION

Master of Arts (Hons) in International Journalism

City University

London, UK | 2003 - 2005

Bachelor of Arts in International Relations

Florida International University

Miami, FL, USA | 1999 - 2002

PG Diploma in Advertising Design & Creative Thought

ELISAVA School of Design & Engineering

Barcelona, Spain | 2011 - 2014

Strategic and creative consultant specializing in brand positioning, narrative systems and communication strategy. Experienced in institutional repositioning, multi-year narrative frameworks and cross-cultural campaign design. Combines creative direction with structural thinking across corporate, regulated, educational and cultural sectors. Adjunct professor of communications strategy at Florida International University.

WORK EXPERIENCE

Adjunct Professor

Florida International University | Miami, FL |
August 2024 - Present

- Teach business communication, strategy and public speaking to undergraduate cohorts for the College of Communications.

Brand Director

Our Good Products | Miami, FL | Aug 2023 - Aug 2024

- Realigned brand positioning and messaging strategy within an existing cannabinoid product framework, strengthening narrative coherence and market credibility.
- Developed messaging frameworks & actions that increased revenue 21.3%.
- Designed information-driven content systems to build consumer trust in a new market.

Head of Alumni Relations, Learning & Development & Head of Career Development, Munich Campus

EU Business School Munich | Aug 2020 - May 2023

- Conceived and led a multi-year alumni narrative system adopted across the Omnes Education network.
- Increased stakeholder engagement 26% and event attendance 45% through narrative-driven institutional programming.
- Developed the institution's first Employability Report and recurring alumni panel frameworks as long-term brand assets.
- Aligned alumni storytelling with sales and recruitment goals to strengthen institutional positioning.
- As Head of Careers, Designed and led experiential business programs connecting students, alumni and industry partners through integrated learning, recruitment and hands-on engagement models.

VERONICA

CANCIO DE GRANDY

SKILLS

Brand Positioning & Narrative
Systems | Strategic Campaign
Design | Cross-Cultural
Communication Strategy |
Stakeholder Alignment &
Institutional Messaging | Creative
Direction & Editorial Leadership

SELECTED STRATEGIC PROJECTS

- **EU Business School Rebrand:**
Institutional Narrative
Positioning
- **Alumni Stories 360:** Multi-Year
Narrative System
- **Women in Business Month:**
Strategic Campaign
- **SB1698 Veto:** Grassroots
Narrative Mobilization
- **Our Good Products:** Brand
Positioning Under Regulatory
Constraint

SOFTWARE

Microsoft Office 365 | Adobe Suite |
Canvas | Canva | Logic | CRM Software

WORK EXPERIENCE (CONT)

Sr Communications Project Manager

EU Business School Munich | Feb 2017 - Aug 2020

- Directed narrative and content strategy across international digital campaigns, aligning messaging for diverse cultural audiences.
- Defined and maintained brand voice through editorial frameworks, increasing organic engagement 13%.
- Developed cross-channel communication systems integrating storytelling with recruitment and brand objectives.

Campus Director

EU Business School Munich | Apr 2015 - Feb 2017

- Led post-crisis institutional stabilization, implementing communication and culture initiatives that reduced student cancellations from 17.6% to 4.4% within one year.
- Directed cross-functional teams and stakeholder communication during organizational transition.
- Established internal alignment strategies to rebuild staff and student confidence.

Director of Communications

EU Business School Barcelona | Jun 2012 - Aug 2014

- Founded and scaled the institution's communications department, defining brand strategy, editorial direction and event programming systems.
- Led multi-country remote teams to implement cohesive communication frameworks across digital and owned media.
- Increased recruitment 17% through integrated narrative and content strategies.

Digital Content Manager

EU Business School Barcelona | Feb 2012 - Jun 2012

Volunteer - Communications Manager (for street kids)

Quetzaltrekkers Leon, Nicaragua | Jun 2011 - Nov 2011

Executive Assistant

Miguel De Grandy P.A. - Miami, USA | Jan 2007 - Apr 2010

Editor

MacDirectory & MiamiLiving Magazines | Apr 2005 - Oct 2006