



UMA GRIMA

+34 672 20 88 67

umagrima@gmail.com

Spain (Available to travel and work flexible hours)

PROFILE

I learned from the best and approach every task with dedication and enthusiasm. Fast, resourceful, and a strong team player. Specialized in logistics, multi-department coordination, and complex operational management. Aviation enthusiast, with disciplined planning skills and strong attention to detail.

WORK EXPERIENCE

- **2021 - 2025**

Concert Music Festival - Concert tour (Sancti Petri, Cadiz, Spain)

Assistant Director

- Leadership in overall festival management, supervising all operational areas.
- Coordinated logistics, production, and multi-department teams to ensure smooth execution of events.

- **2023 - 2024**

Live Nation

Site Coordinator Assistant - Coldplay & Beyoncé Tours

- Assisted the Coordination Manager in logistics planning and on-site operations for international tours

- **2021 - 2024**

MDLBEAST - Soundstorm Festival (Riyadh, Saudi Arabia)

Artist Liaison & Project Manager Team

- Led and managed the Artist Liaison Team, overseeing staff and ensuring smooth coordination between artist and their crews.
- Supervised production and operations with a focus on strategic planning and logistics.
- Ensured top-level artist satisfaction and seamless event execution in one of the Middle East's largest music festivals.

EDUCATION

- **2021 - 2025**

BACHELOR DEGREE IN BUSINESS ADMINISTRATION

- IE University (Madrid, Spain)

- **2019 - 2021**

HIGH SCHOOL DIPLOMA

- Colegio Argantonio (Cadiz, Spain)

SKILLS

- Problem-solving
- Analytical reasoning
- Strategic planning
- Advanced mathematics
- Teamwork
- Microsoft Office: PPT, Excel

AVIATION

- Commercial Pilot Training Completed - ATPL Theory
- Private Pilot Licence (PPL) - Active
- Flight hours acquired through training, navigation, flight planning, aviation meteorology...

LANGUAGES

- Spanish - Native
- English - C2
- Arabic - Basic (B1)
- Catalan - Native

WORK EXPERIENCE

- **2021 - 2024**

Formula 1 Grand Prix (Jeddah, Saudi Arabia)

Event Coordinator (MDLBEAST)

- Coordinated After-Race concerts for the Saudi Arabian GP in Jeddah.
- Oversaw logistics and backstage operations, ensuring seamless execution of international artist performances.

- **2023**

MDLBEAST - XP Futures (Riyadh, Saudi Arabia)

Artist Liaison

- Managed artist relations and supported logistics for talent participation at XP Music Futures.
- Ensured smooth communication between artists, management, and production teams.

- **2023**

SUAVEFEST - María Pombo Festival (Madrid, Spain)

VIP & Guest Coordinator / Event Coordinator

- Coordinated VIP guests, influencers, and special invitees at one of Spain's most relevant influencer-driven festivals.
- Supervised production logistics, on-site coordination, and guest relations.