

LLUÏSA TORRAS CABAÑAS

> Public relations and Media professional with more than 20 years of experience. Specialized in international events, from the freelance side. Great flexibility and versatility, with ease of adaptation, ability to take initiative and find solutions. Very autonomous at work and with resistance to pressure.

> Experience and skills in marketing and communication services. focused on relations with Media, management of accreditations, organization and logistics of press centers, event promotion and content coordination. Freelance consultant in public relations and event coordination, working for a long time for organizations such as RACC, Circuit de Catalunya, Circuit de Valencia, WRC Promoter, Dorna, Subaru, Nissan...

> Personal details

Spanish nationality. Driving license B

> Education

University of Barcelona (1995) – Master in Cultural Anthropology

University of Barcelona (1991) - Degree in History and Geography / Certificate of Pedagogical Aptitude

> Languages

Catalan (mother tongue) / Spanish (mother tongue) / English (written and oral) / French (oral) / Italian (oral)

> Professional experience

2023: WRC Rally México: International Media Manager of the Event, working close with National Press Officer and WRC Press Officer for the logistics, relations and support to National and International Media on site.

2015 - 2023 : WRC Rally Italia Sardegna (World Rally Championship)

Responsible for Media accreditations, relations with the specialized International Media. Logistics coordinator of the press center and Media facilities. In the 2020 edition, responsible for the implementation of the Covid protocols (Media area, PR and guests).

2013 - 2023 : WRC Vodafone Rally de Portugal (World Rally Championship)

International Press Officer for the Event. Responsible for the logistics of the press center and Media facilities.

1990 - 2023: WRC RallyRacc Catalunya (World Rally Championship)

National Press Officer. Supervision and management of the logistics team and Media Staff. Organization and distribution of the press center and rooms for photographers and television networks. Accreditation Manager for Media and relations with the Media accredited and National and International televisions.

2020 - 21: WRC ACI Rally Monza (World Rally Championship)

Media accreditation Manager, relations with the specialized International press. Responsible for the implementation of Covid protocols (Media area, PR and guests).

2016 - 2019 : WRC Promoter (World Rally Championship)

Project manager and consultant in the management of accreditations and Media logistics of the organizer of the World Rally Championship in Turkey and Chile.

2014 - 2016 : Tour de Corse - Rally de France (World Rally Championship)

Responsible for media accreditations and relations with the specialized International press.

2009 - 2013: Valencia Grand Prix (MotoGP) and Valencia European Grand Prix (Formula 1)

Responsible for the podium and protocol. Relations with VIPs and guests during the Event.

2007 and 2008 : Tour de Corse (World Rally Championship)

Responsible for media accreditations and relations with the specialized International Press.

2008 and 2019 : Grand Prix de France (Formula 1)

Media & television accreditation Manager.

1991 - 2005 : Spanish Grand Prix (Formula 1)

Media accreditation Manager and coordinator of the Welcome Center (for guests and VIPs).

1992 - 2005 : Grand Prix of Catalunya (World Rally Championship)

Media accreditation Manager and coordinator of the Welcome Center (for guests and VIPs).

2000 - 2002 : ACI (Automobile Club Italia) - World Rally Championship

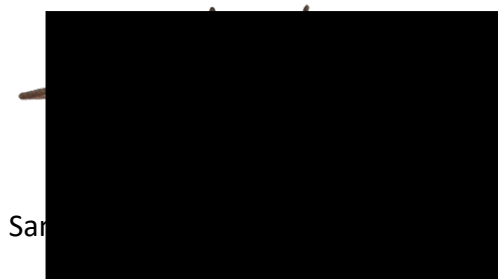
Media accreditations Manager and relations with the International Press for the Sanremo Rally (2000 and 2001) and Rally Italia Sardegna (2002)

1993 - 1996 : Subaru, Nissan, Dorna Sports, Race of Champions

Coordination and production of press events, product presentations, audiovisual productions...

1991 - 1995: Journalist at the World Rally Championship

Freelance working as a journalist for some Spanish newspapers such as Sport, Avui or Diari de Barcelona, covering several events of the World Rally Championship.



Sanremo