



JULIA ROCA VALVERDE

EVENT MANAGEMENT AND TICKETING STRATEGIST

Costa Rica, February 7th 1984

Barcelona

hola@jrocaeventos.com

ACADEMICS

- 2006 – 2008: International MBA, Universitat de Barcelona
- 2003 – 2006: Bachelor en Sciences de l'Entreprise et Relations Publiques, Instituto Internacional de Comunicación de Paris
- 2003 – 2006: Bachelor in Sports Management, Universitat de Barcelona
- Middle and High School: Fort Lauderdale Prep School (Fort Lauderdale, Florida).
- Primary School: Escuela Panamericana (San José, Costa Rica)

PROFESSIONAL EXPERIENCE

Current: Organizing Committee Terrassa 2022, Ticketing Director of the FIH Hockey Women's World Championship.

2018 – Current: Jroca Eventos, Owner. Event Management and Ticketing Strategist.

2018 - 2021: Kosmos Tennis, Ticketing and VIP Hospitality Director.

2015 – 2017: Clubs DiR, Sports and Social Events Manager.

2008 – 2015: Octagon Spain, Event Manager in the Tennis, Motor, Cycling and Running Departments.

2013: Organizing Committee BCN2013, Ticketing Coordinator of the 15th FINA World Championships - Barcelona 2013.

2004 – 2008: Real Club de Polo de Barcelona, Coordinator of the Junior High Performance Tennis School.



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EVENTS

Cycling: Marcha Cicloturista Quebrantahuesos (2012 – 2015), Andalucía Bike Race (2012 – 2015), La Rioja Bike Race (2014 – 2015), QH MTB (2012 – 2014).

Fitness: Pedaleja per Unicef (2015 – 2017), Yoga Day Barcelona (2015 – 2017).

Motor: XTrial World Championships (Madrid, Málaga, Oviedo. 2008 – 2015), Baja Aragón (2014 – 2015).

Swimming: 15th FINA World Championships Barcelona (2013), 33rd LEN European Water Polo Championships Barcelona (2018).

Running: Moonrace (2014 – 2015), Maratón de Málaga (2014), Cursa DiR Mossos d'Esquadra (2015 – 2017), Cursa Científica Hospital de Sant Pau (2016 - 2017), Cursa DiR Guàrdia Urbana (2016 - 2018).

Tennis: Andalucía Tennis Experience (2009 – 2011), Valencia Open 500 (2009 – 2014), Master Nacional de Tenis en Silla de Ruedas Masculino (2009 – 2014, 2016 – 2019), WTA Mallorca Open (2018), Davis Cup by Rakuten Finals (2019-2021).

Other sports: Basque Pelota World Championships Barcelona (2018), FIH Hockey Women's World Cup (2022).

Non sporting events: Foro Internacional del Deporte Valencia (2011 – 2014), Cruilla Barcelona (2017-2018), Foro Internacional de Ticketing (2021-2022).

MY EXPERTISE AREAS

- Management, Coordination, and Event Production
- Ticketing and Pricing Strategy
- Ticketing and Registration Management
- Budget Control
- Social Corporate Responsibility



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OTHER INFORMATION

LANGUAGES

Spanish: Native.

English: Advanced.

Catalan: Advanced.

French: Basic. Studying Level A2

MY INTERESTS

Tennis, Padel, Wheelchair Tennis,

Social Corporate Responsibility,

Photography.

WEB _ www.jrocaveventos.com

TWITTER _ @juliarocavalver

INSTAGRAM_ @jrocaeventos

LINKEDIN _ <https://www.linkedin.com/in/juliarocavalverde>