



## Gisela Beatrtíz Fortuna Mantellini

**Fecha de nacimiento:** 29/12/1973 | **Nacionalidad:** Española | **Género:** Femenino |

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(Domicilio)

### EDUCACIÓN Y FORMACIÓN

01/09/2013 – 19/06/2014 Villanueva de la Cañada, España

**MÁSTER OFICIAL EN PUBLICIDAD E IDENTIDAD CORPORATIVA** Universidad Camilo Jose Cela

**Web** <https://www.ucjc.edu/> | **Nivel en el MEC** Nivel 7 EQF-MEC

01/01/2022 – 31/07/2025 Madrid, España

**PHD IN ARCHITECTURE, DESIGN, FASHION AND SOCIETY** Polytechnic University of Madrid

**Nivel en el MEC** Nivel 4 EQF-MEC

01/01/2023 – 31/07/2025 Napoles, Italia

**INTERNATIONAL DOCTORATE DISTINCTION** University of Campania "Luigi Vanvitelli"

**Nivel en el MEC** Nivel 7 EQF-MEC

01/01/1997 – 01/01/2001 Buenos Aires, Argentina

**BACHELOR OF ARTS AND HUMANITIES** University of Buenos Aires / UBA

**Nivel en el MEC** Nivel 6 EQF-MEC

15/09/2020 – 14/12/2021 Madrid, España

**ADGD347PO ADVANCED AGILE PROJECT MANAGEMENT PROGRAM** Femxa

24/09/2023 – 20/11/2024 Madrid, España

**DRAFTING EUROPEAN PROJECTS** National University of Distance Education (UNED)

06/03/2024 – 27/11/2024 Madrid, España

**BUSINESS ADMINISTRATION IN INNOVATION PROJECTS** EAE Business School

10/10/2023 – 30/04/2024 Madrid, España

**360° BUSINESS ADMINISTRATION PROJECT** INSTITUTE OF BUSINESS FOUNDATION

01/06/2026 Madrid, España

**FORMACIÓN PARA PROYECTOS EUROPEOS HORIZON** Fundación Española para la Ciencia y la Tecnología, FECYT

01/05/2023 – 04/07/2023 Madrid, España

**EUROPEAN PROJECT MANAGEMENT COURSE** Yes Europe

ACTUAL Madrid, España

**ARTIFICIAL INTELLIGENCE AND INTELLIGENT AUTOMATION IN SMES** EOI

02/11/2025 – 30/11/2026 Madrid, España

**OBTENCIÓN DE RECURSOS ECONÓMICOS DE LA UNIÓN EUROPEA (II)** AYUNTAMIENTO DE MADRID

## ● EXPERIENCIA LABORAL

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### **EU PROJECT COORDINATOR & INTELLECTUAL LEAD (CORE PERSONNEL – STAFF) – CREAMODITE ASSOCIATION –**

01/03/2016 – Actual – PELAYOS DE LA PRESA, MADRID, ESPAÑA

**Web:** <https://creamodite.eu/>

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Leader in the direction and management of European R&D&I projects in the third sector, culture, and education. Experience in drafting technical reports and grant justifications, applying creative methodologies that integrate inclusion and financial sustainability. Strong ability to create strategic partnerships with associates, sponsors, and patronage programs, strengthening the ecosystem of institutional and business collaboration. Experience managing European grants and funds at the national, regional, and local levels, with expertise in the economic analysis of projects, development of impact indicators and dashboards (and KPIs) for monitoring, evaluating, and implementing actions. Proficient in digital tools such as CRM (Zoho, HubSpot, Connectif), email marketing, website and social media management, as well as LMS platforms (Moodle, Canvas, Google Classroom) and enterprise solutions like SAP SuccessFactors. Advanced Excel skills, pivot tables, Quipu, accounting, and finance. Experience in digital transformation plans, strategic planning, and implementation.

### **PROFESOR CONTRATADO DOCTOR – UNIVERSIDAD EUROPEA DE MADRID – 01/02/2026 – Actual – MADRID, ESPAÑA**

atipico en el Grado de Diseño y Creación de Moda, asignatura Dirección Creativa y en el Grado de Comunicación en Moda, asignatura Estética y teoría de la imagen.12 hs a la semana

### **APPLIED CREATIVITY RESEARCHER | EDUCATIONAL INNOVATION – CEU SAN PABLO UNIVERSITY – 03/12/2025 –**

MADRID, ESPAÑA

**Web:** <https://www.uspceu.com/>

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Researcher in Innovative Methodologies, Didactics, and Languages. Innovation in teaching. Publications and fundraising. Writing European and national project proposals.

### **EU PROJECT COORDINATOR & INTELLECTUAL LEAD NSP – ARDIGITAL – 03/08/2021 – 31/12/2024 – MADRID, ESPAÑA**

**Web:** <https://ardigital.es/>

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Specialized in drafting technical reports and grant justifications, applying creative methodologies that integrate creative business development and financial sustainability. Projects in the third sector, culture, and education.

### **DIRECTOR OF THE BACHELOR'S DEGREE IN FASHION DESIGN – UDIT, UNIVERSITY OF DESIGN, INNOVATION AND TECHNOLOGY – 10/06/2002 – 31/12/2013 – MADRID, ESPAÑA**

**Web:** <https://www.udit.es/>

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Development of the curriculum and ANECA accreditation report for the Fashion Design degree, giving the program a business and technical focus. Coordination of the degree with the British HND and Bachelor's degrees, and responsibility for degree inspections. Coordination of the teaching team and course guides for joint projects, achieving excellent results in student academic performance. Organization of joint events, conferences, and exhibitions with other design programs and with corporate sponsorship, achieving professional-level event quality and media coverage. The most significant achievement has been increasing enrollment from 6 to 120 students per academic year in just one year and achieving efficient coordination between students, faculty, and companies. LMS platforms: Moodle, SAP SuccessFactors.

### **CONTENT CREATION – MINISTRY OF EDUCATION, SPAIN – 01/01/2010 – 31/12/2012 – MADRID, ESPAÑA**

Author of written, visual, and audiovisual content for Vocational Training, specifically for three advanced vocational training cycles: "Pattern Making and Fashion," "Clothing and Fashion," and "Tailored and Stage Costumes," for the Spanish Ministry of Education. Full proficiency in the Moodle platform for online content creation. 750 hours dedicated to the development of distance learning vocational training materials.

### **RESEARCH, IN-COMPANY TRAINING, CONTENT CREATION. – NATIONAL INSTITUTE OF INDUSTRIAL TECHNOLOGY**

– 01/09/2001 – 30/01/2004 – BUENOS AIRES, ARGENTINA

**Web:** <https://www.argentina.gob.ar/inti>

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Trend researcher for fashion and textile entrepreneurs in Argentina. Preparation of textile samples, color palettes, and trend reports compiled from international trade fairs.

**IN-COMPANY TRAINING AND CHANGE MANAGEMENT – CORTE INGLÉS GROUP** – 01/01/2004 – 31/12/2010 – MADRID, ESPAÑA

**Web:** <https://www.elcorteingles.es/informacioncorporativa/es/quienes-somos/lineas-de-negocio/>

In-company fashion training, for all of Spain, from the State Foundation for Employment Training (Fundae), also known as Tripartite Foundation courses,

**IN-COMPANY TRAINING AND CHANGE MANAGEMENT – TENDAM** – 01/01/2009 – 31/12/2017 – MADRID, ESPAÑA

**Web:** <https://www.tendam.es/>

Development and delivery of courses on trends, knitwear, leather goods, textile raw materials, tailoring and dressmaking for the brands Pedro del Hierro, Women'secret, Springfield and Cortefiel. Experience in managing projects co-financed by European funds from the State Foundation for Training in Employment (Fundae), also known as Tripartite Foundation courses.

**PROFESOR UNIVERSITARIO CONTRATADO DOCTOR – UNIVERSIDAD POLITÉCNICA DE MADRID** – 03/09/2025 – 01/01/2026 – MADRID, ESPAÑA

Asignatura Control del Volumen, Grado de Diseño de Moda y Doble Grado de Diseño de Moda y Comunicación con la Universidad Complutense

● **COMPETENCIAS DE IDIOMAS**

Lengua(s) materna(s): **ESPAÑOL**

Otro(s) idioma(s):

|                  | COMPRENSIÓN          |                     | EXPRESIÓN ORAL  |                  | EXPRESIÓN ESCRITA |
|------------------|----------------------|---------------------|-----------------|------------------|-------------------|
|                  | Comprensión auditiva | Comprensión lectora | Producción oral | Interacción oral |                   |
| <b>INGLES</b>    | B2                   | B2                  | B2              | B2               | B2                |
| <b>ITALIANO</b>  | B1                   | B1                  | B1              | B1               | B1                |
| <b>PORTUGUÉS</b> | B1                   | B1                  | A1              | A1               | A1                |

Niveles: A1 y A2 (usuario básico), B1 y B2 (usuario independiente), C1 y C2 (usuario competente)

● **CAPACIDADES**

**Comprehensive evaluation of European projects**

Comunicación y colaboración | Trabajo en equipo | Trabajador

**Conocimiento profundo de programas europeos**

Capacidad de autoaprendizaje

**Impact analysis, indicators and KPIs**

Dominio de herramientas de google (Gmail Drive Google forms etc) | Evaluar datos, información y contenido digital

**Applied research and methodological rigor**

Resolución de problemas | Responsabilidad en el trabajo

**Financial management and evaluation**

Microsoft Office

Education, innovation and public policy

Creatividad

I work on international panels

Organización y puntualidad

Risk Analysis and Mitigation

Seguridad

Ethical and Independent Assessment

Organización y puntualidad

## ● **PUBLICACIONES**

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### **Fashion Alive — Grant Agreement 101056307**

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<https://doi.org/10.5281/zenodo.17573187>

**Editorial:** Zenodo

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### **Zero Waste Fashion Training – Main Project Proposal**

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<https://doi.org/10.5281/zenodo.17565482>

**Editorial:** Zenodo

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### **Fashion design education in Spain: design methods and techniques and creative processes**

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<https://oa.upm.es/89737/>

**Editorial:** Zenodo

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### **"Analysis of fashion design methodologies in Spain"**

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ISBN 978-84-09-57343

**Volumen, número y páginas:** Sole author of chapter number 8 (pp. 65-70), | **Editorial:** ASUNIVEP

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### **"Revitalizing the creative process in fashion companies"**

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ISBN 978-84-933033-3-4

**Editorial:** HMR Hijos de Muley Rubio

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### **"Teaching the Zero Waste Fashion methodology in fashion schools in Spain"**

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ISBN 978-84-1177-864-7

**Editorial:** DYKINSON

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### **Zero Waste Magazine – Erasmus+ – Vol. 1 (English Edition).**

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<https://doi.org/10.5281/zenodo.17564580>

**Editorial:** Zenodo

2026

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### **Methodological approaches for fashion design practice. From inspiration to project**

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ISBN 978-3-631-93782-2

Fortuna Mantellini, G. B. (in press). Methodological approaches for fashion design practice: From inspiration to project. En Tech and crafts: Technology, craft and innovation for future fashion (ISBN 978-3-631-93782-2).

