ANA MÉNDEZ

FLUKE STUDIO

Creative Strategy Director · Brand Strategist · Marketing & Art Direction

fluke
Creative Studio

CREATING EXPERIENCES



FLUKE STUDIO

A studio specialising in **Strategic branding and Digital Marketing**. We are here to offer comprehensive marketing and branding solutions tailored specifically to the tourism experience sector. In the competitive world of the hotel industry and gastronomy, we know that standing out and capturing the attention of customers is essential. Our approach focuses on making the most of digital opportunities and building a strong brand identity to drive the growth of your business.

Create a brand, create experiences

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FLUKE STUDIO
A PEACEFUL WAY OF LIVING

@flukecreativity

www.flukestudio.com

INSPIRATION

The **concept of luxury** goes beyond the services and amenities offered by a hospitality sector, boutique hotel; it is an experience that stands out for its exclusivity, attention to detail, and exceptional quality.
At Fluke Studio, we understand the importance of conveying these values in the marketing of a premium brand. Our strategies focus on creating a sophisticated and captivating brand image that appeals to a discerning audience and connects emotionally.

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A N A M É N D E Z



BRANDING SPECIALIST & STRATEGY

Head of communicationg and 360° marketing /
Specialist in brand creation with extensive experience in Art Direction / Digital Content Creation /

Entrepreneur for change and winner of the European Innovation Academy (EOI). (Finland - Spain).

Degree in Advertising and Public Relations from the University of Seville.

Master's Degree in Marketing Management and Commercial Management – ESIC Business School.
Postgraduate Degree in Graphic Design and training in **Branding & Creative Direction (CEI School).**

MBA + Digital Marketing at The Power MBA school.

Training in **AI by Microsoft and AI for the tourism sector** (Turiscool school specialising in tourism training).

*** Award for Best Branded Content Creativity Campaign** in the advertising campaign 'El Debatex' with X de Mixta (Mahou group, San Miguel) for the famous Smile Festival, a national advertising humour festival (Madrid).

*** Jury member for the Agripina advertising awards** (Seville).

TRAINING

Graduate in **Advertising and Public Relations** with over 10 years' experience in marketing, communication and creativity, working for clients on site, in advertising agencies, communication consultancies, creative studios and audiovisual production companies.

Brand Manager, specialising in creating and promoting brands, projects and campaigns at national and international level for companies.

Creating marketing strategies, action plans and implementing them. 360° Marketing + Art Direction, Strategy, Design Thinking, Branded Content.

National and international projects and accounts:
Atrevia, Starwars; Playmobil; Iberdrola; Ecovidrio, Airbus; Mahou, Cines Artesiete, MyHixel, Boho Club Resort Marbella, Unsquare TV Studio Andorra, Vitobe Andorra, 468 Immo Dubai & Andorra...





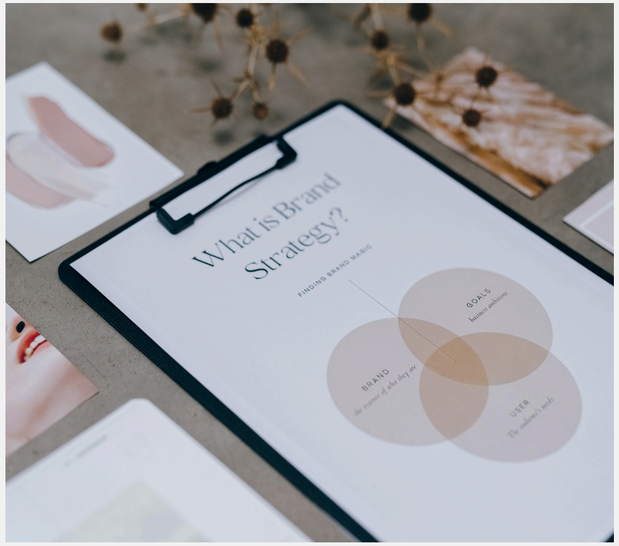
www.anamendez.es https://www.linkedin.com/in/anamenper/

SERVICES

360º MARKETING & EVENTS

We will begin by getting to know you, learning about your project, and reviewing your desired objectives in order to create a customised marketing plan based on your needs. A detailed study to create a customised marketing plan and take your company to the next level.





BRANDING & DESIGN

If we need to create a brand, we will work on your brand's entire universe, from the concept to the different applications your brand can develop. Graphic design will help us find what you like. Your own style, personalised and elegant. Look & Feel.

SOCIAL MEDIA

Don't forget to be present and promote your brand on the various social networks and web platforms where your target audience can be found. We will create everything you need to make your networks aesthetically perfect and ensure they fulfil their objective in digital marketing.a



HOTEL & RESTAURANTS

Our marketing services specialize in helping hotels and restaurants experiencesthrive in today’s competitive market. With our expertise, we can create effective strategies to attract more customers, increase bookings, and enhance your overall brand presence. Whether you need assistance with online advertising, social media management, search engine optimization, or content creation, we have the skills and knowledge to deliver exceptional results.



LIFESTYLE & HOSPITALITY

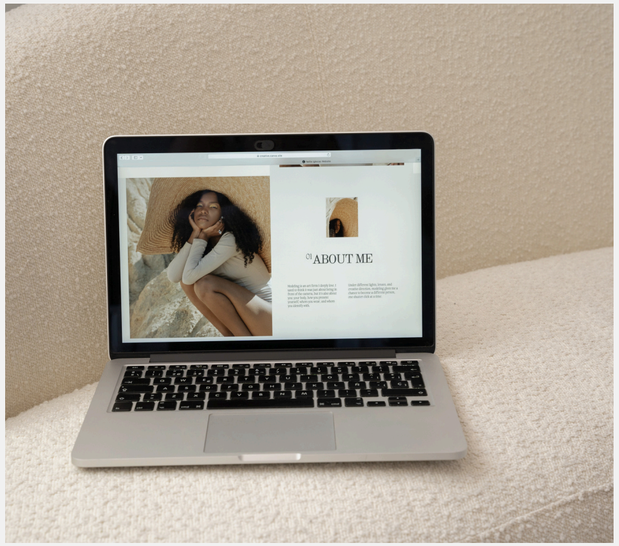
We help lifestyle and hospitality brands stand out through strategic marketing, distinctive brand positioning, and creative storytelling.
From boutique hotels and restaurants to lifestyle concepts and experience-led businesses, we create tailored strategies that elevate brand presence, engage audiences, and drive meaningful growth.
Combining strategy, creativity, and a deep understanding of consumer experiences, we bring brands to life through branding, digital marketing, social media, SEO, and content creation – building distinctive identities and meaningful connections that inspire, engage, and endure.



STRATEGY & CUSTOMER

Digital marketing, we also offer reputation management services to help you maintain a positive online image. We’ll monitor and respond to customer reviews and comments, ensuring that your hotel or restaurant is portrayed in the best light possible.

Our ultimate goal is to increase your revenue and help you establish a strong brand presence in the hospitality industry.





At **Fluke Studio**, we specialise in offering comprehensive digital marketing solutions focused specifically on the hospitality / tourism industry. Our experience and knowledge enable us to help hotels grow in the digital world and maximise their online presence to attract a wider audience and boost their revenue. We work closely with our clients to develop customised strategies that align with their objectives and highlight their unique strengths.

Our approach at Fluke is based on close collaboration with our clients. We want to thoroughly understand your vision, objectives, and challenges so that we can offer customised and effective solutions.

Our highly trained and passionate team will work closely with you to implement marketing and branding strategies that drive business growth and generate tangible results.

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ARTESIETE · STAR WARS · MAHOU SANMIGUEL
ARTADI · Tierra Nuestra · ATLANTIC COPPER
ATREVIA · playmobil
BEFORGET · MYHIXEL · ecoembes
AIRBUS DEFENCE & SPACE · Disney · FQS BATTERY
El Corte Inglés · evermine · LUCASFILM Ltd
HIPÓDROMO DE LA ZARZUELA Madrid · IBERDROLA · BOHO CLUB
Magtel · Mixta · UNSQUARE · ViToBe WINE BAR

BECAUSE THE BEST DECISIONS COME WHEN EVERYTHING PAUSES FOR A SECOND

www.flukestudio.com

SOME PROJECTS

Rossclaire

ViToBe WINE BAR

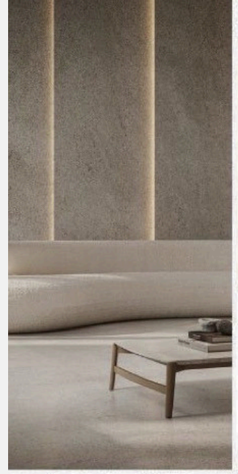
BOHO CLUB

REVA NUI

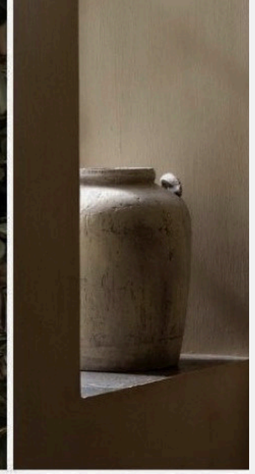
WILLHEIM FAMILY OFFICE

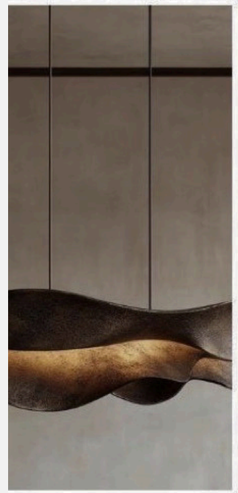
CIAO CACAO strategy | concept | branding

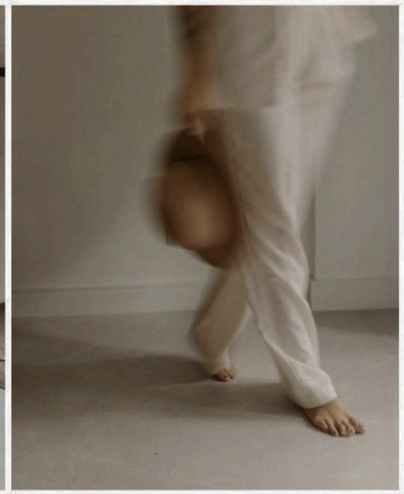
LAGOON





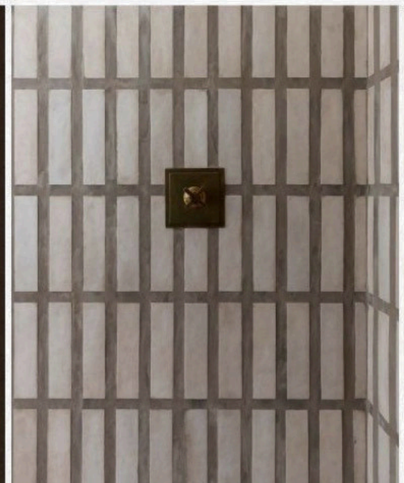


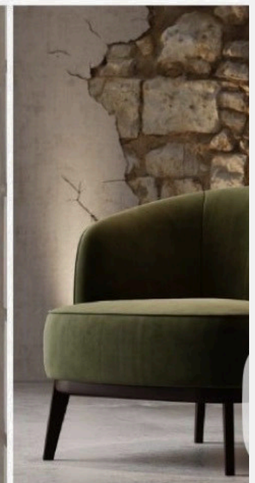












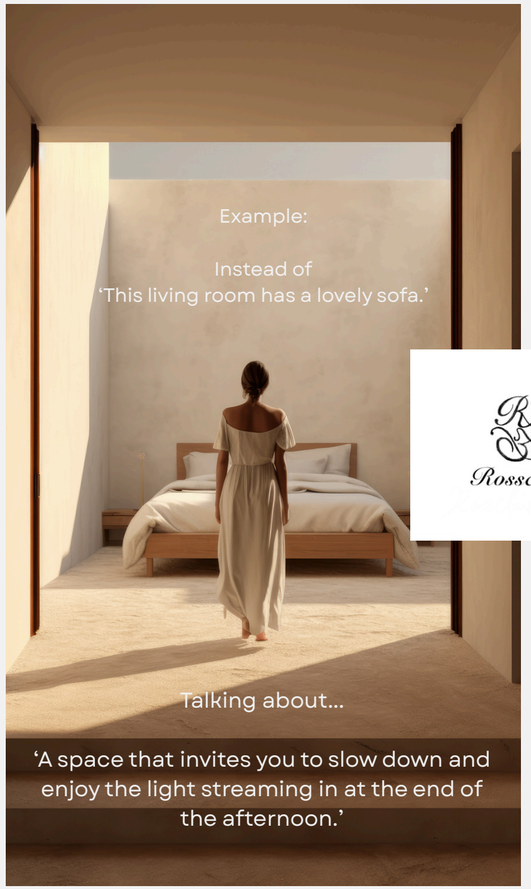
RHYTHM & BALANCE

The design is characterised by clean lines, rich colours and subtle lighting. Every detail is carefully considered to emphasise serenity and refinement in every project.

ROSSCLAIRE INTERIOR DESIGN AND ARCHITECTURE PROJECT

Content and brand strategy









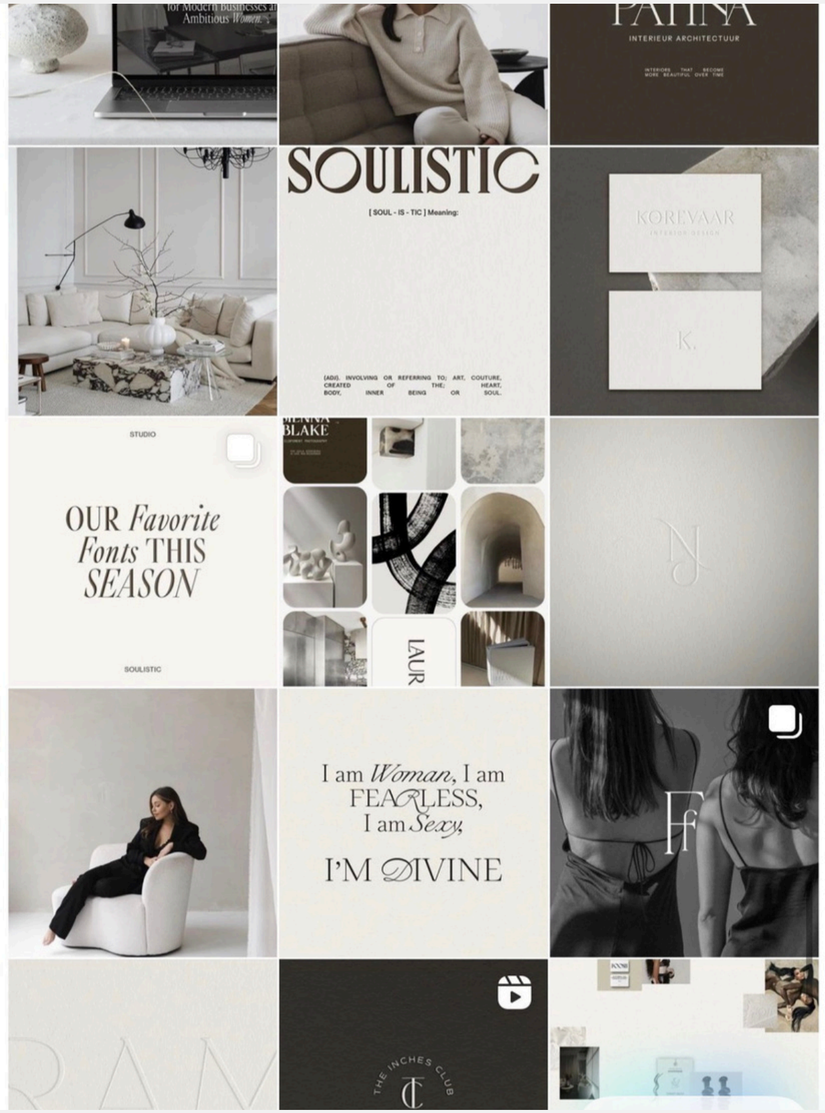
REELS THAT ARE MOST LIKELY TO WORK

A PEACEFUL WAY OF LIVING

REELS

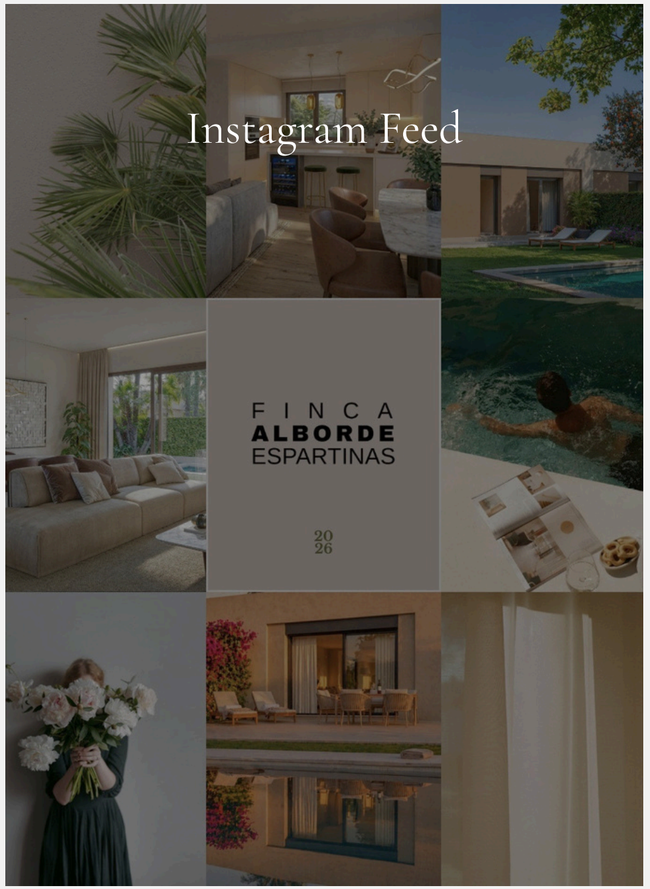
- The sound of a solid wooden door.
- How a room changes with daylight.
- The process of selecting natural stone.
- From the plans to the finished space.
- Details that make a space feel luxurious without appearing ostentatious.
- A leisurely tour of a home, with no voices, just music and atmosphere.
- An elegant ‘behind the scenes’ look.
- A design detail, a rendering or a finish.

Rossclaire

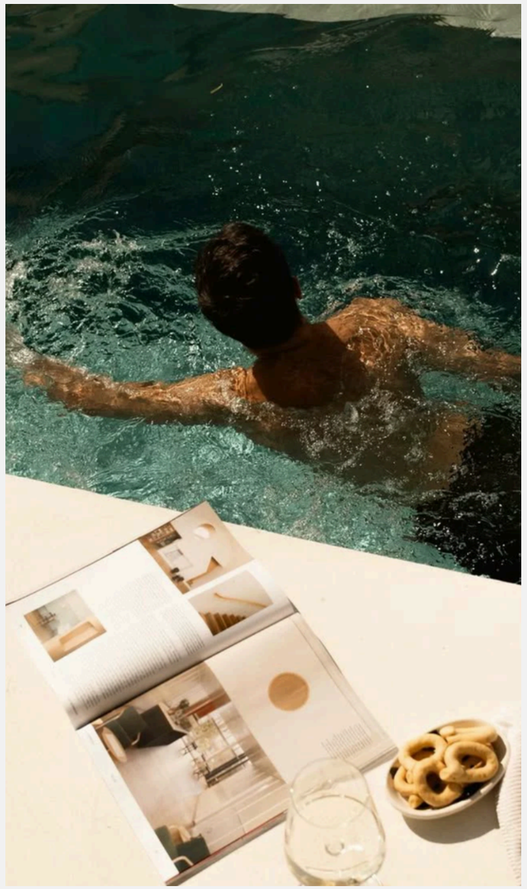


MAIRELES REAL ESTATE GROUP PROJECT / SEVILLE HOTELS

360° Marketing for the property sector





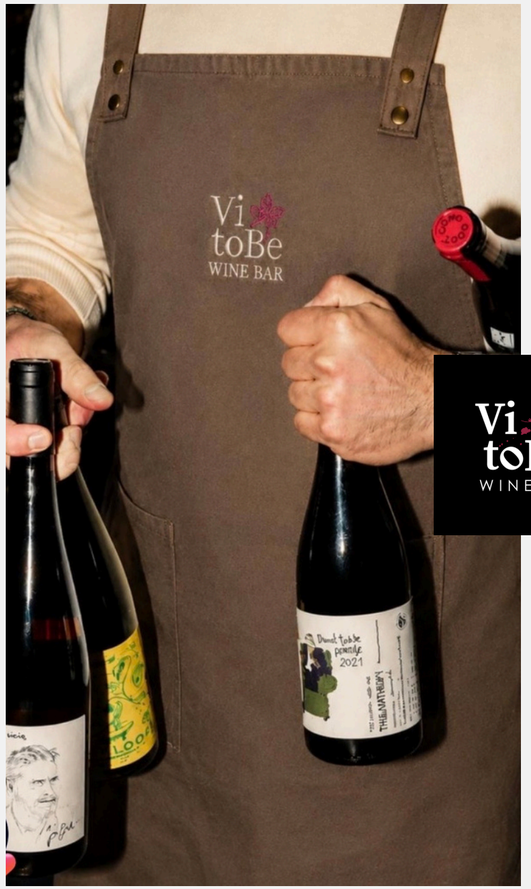




FAMILY OFFICE PROJECT:
WILLHEIM GROUP ANDORRA / DUBAI

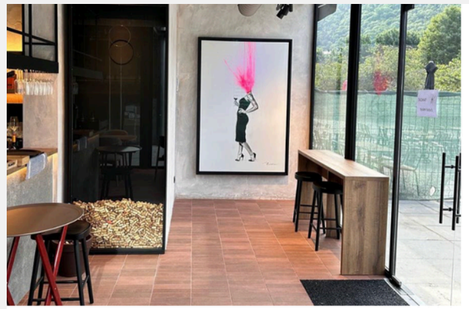
Creating gourmet concepts in Andorra

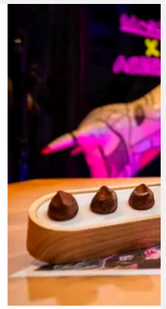


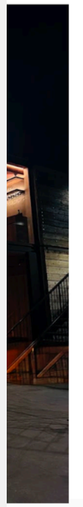




Vi
toBe
WINE BAR







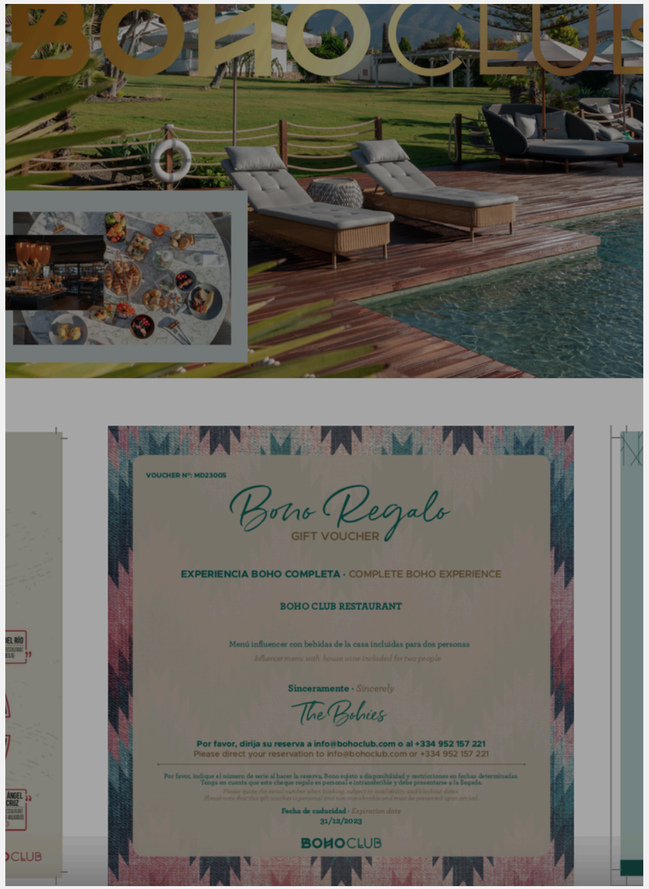




o° / @vitobe_winebar

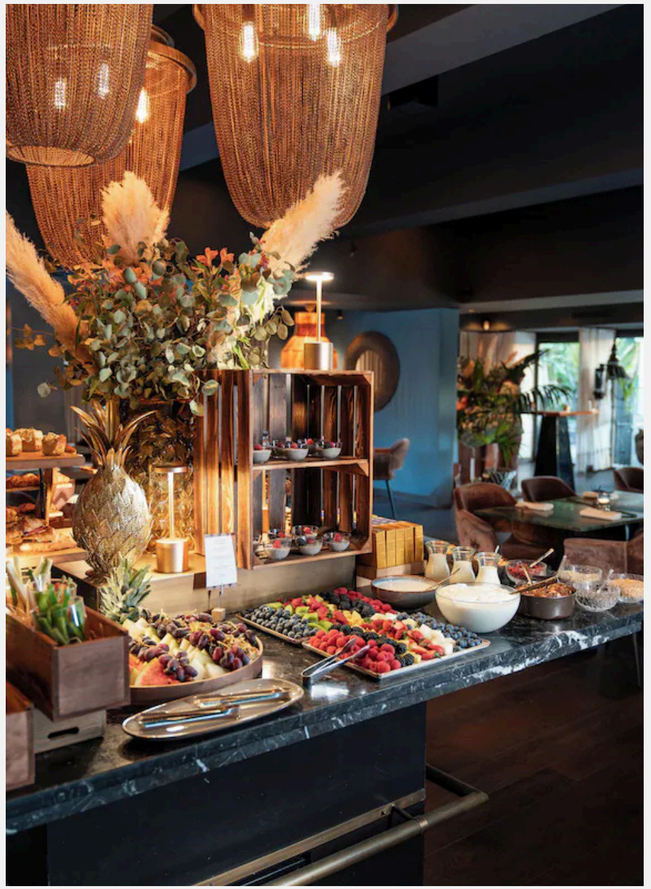
BOHO CLUB PROJECT
MARBELLA RESORT *MICHAELIN

Content creation, Events & influencers marketing



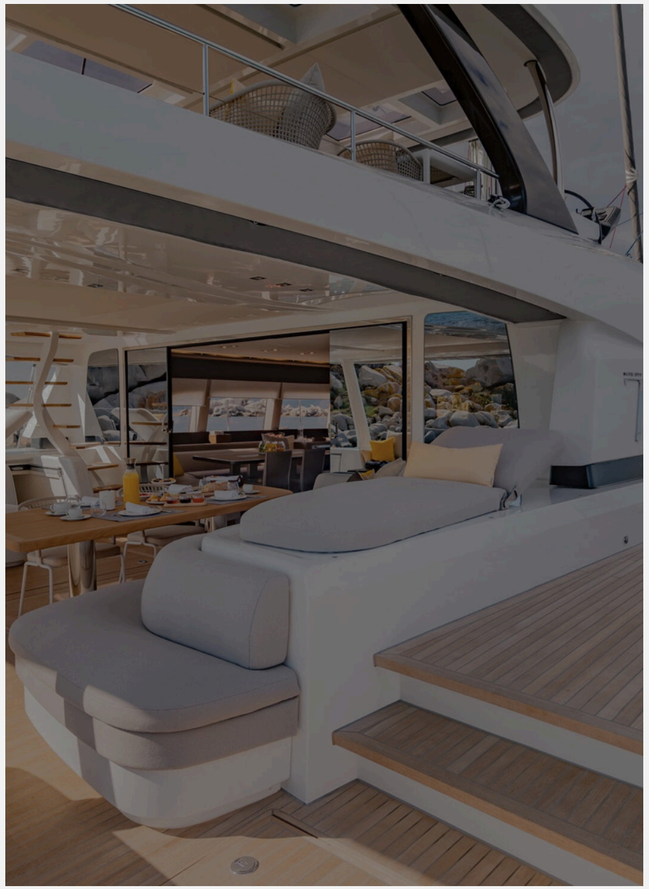






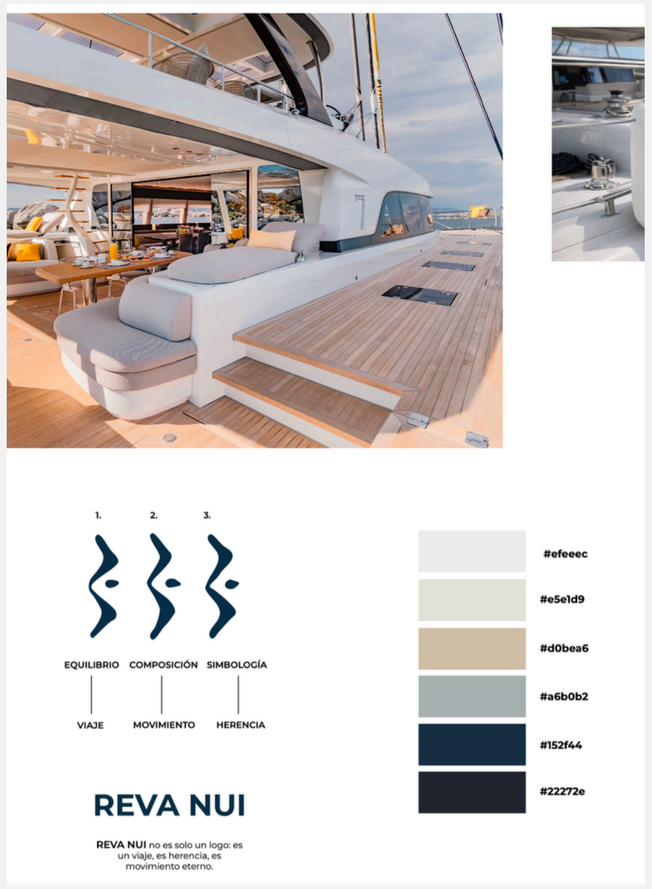
LAGOON CATAMARANS PROJECT:
REVA NUI

Brand creation and interior design



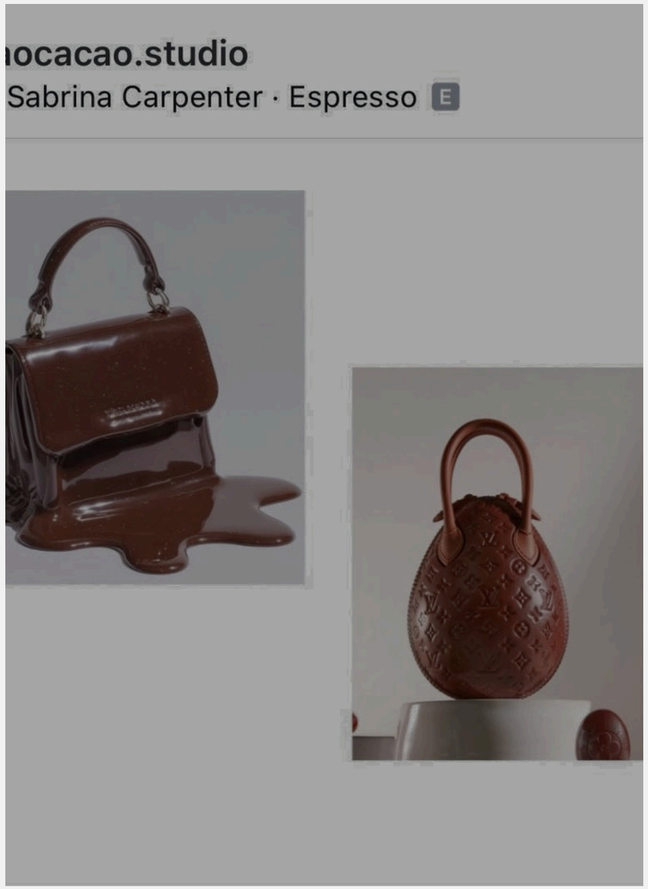


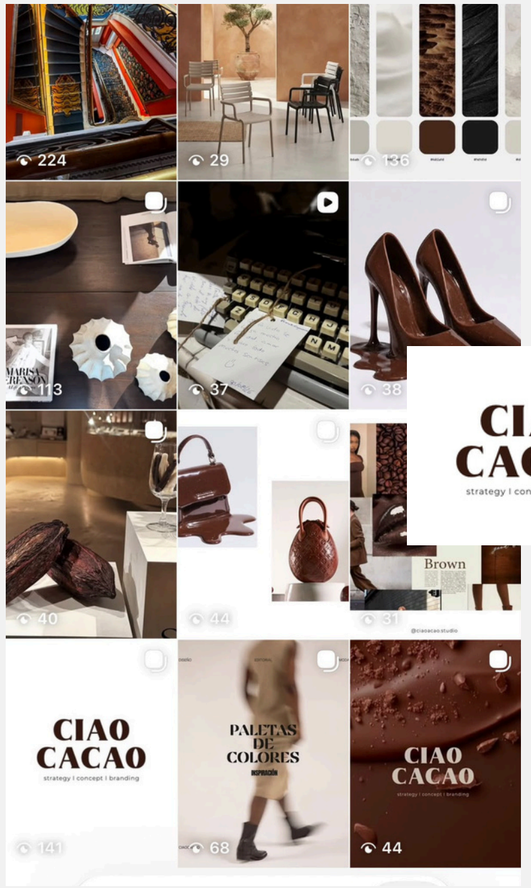




MARKETING AGENCY PROJECT:
CIAO CACAO

360° Branding & Communication

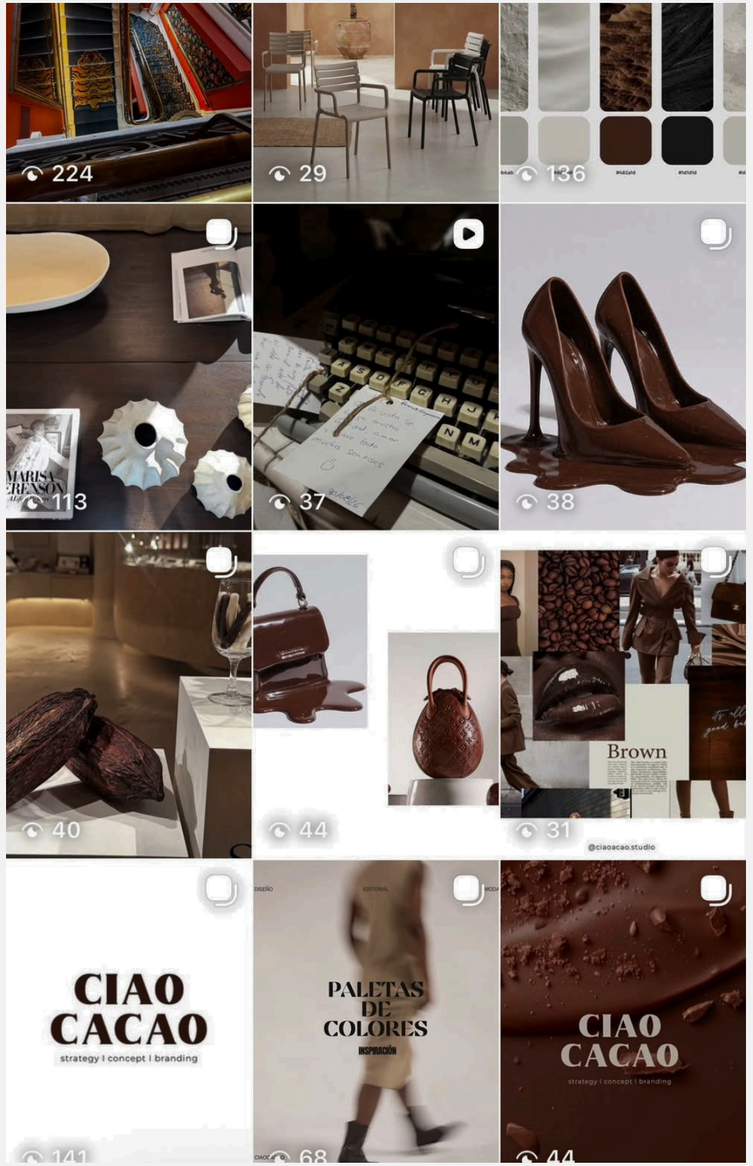












SOCIAL MEDIA

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On social media, we tell the story of your business/ service/product and the experience through visually appealing content and inspiring messages.
We create an online community around the brand, interacting with followers and sharing authentic experiences. We focus on building community, a base of committed followers who crave the ‘chic & exclusive’ experience.

To curate a polished Instagram feed for the luxury property sector, you need to focus less on posting properties and more on building an aspirational, exclusive and recognisable brand.

The aim is for anyone visiting the profile to pick up on three things within the first few seconds:

Exclusivity: you’re not just another estate agent.

Aesthetic sensibility and discernment: you know how to recognise and showcase luxury.

Trust: you convey professionalism, discretion and market knowledge.

Treat your Instagram account as if it were a high-end magazine specialising in architecture, interior design and lifestyle.



FLUKE STUDIO

CONTACT

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A PASSION FOR EXCELLENCE