



VICTOR OGALLA

Barcelona, Spain.
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Brand & Marketing leader with nearly two decades of experience scaling global retail, sports and lifestyle brands, from store openings and experiential campaigns to omnichannel strategy and PR.

Skilled at translating global brand strategies into locally relevant experiences, leading cross-functional teams and building culturally meaningful brand connections across international markets.

Portfolio & projects

victorogalla.es

[linkedin.com/in/victorogalla](https://www.linkedin.com/in/victorogalla)

Education

Barcelona | 2006-2010
Bachelor's Degree in Graphic Design & Art Direction at IDEP Barcelona · Universitat Abat Oliba CEU

Skills

- Brand Strategy & Storytelling
- PR & Communications
- Experiential Marketing & Activations
- Omnichannel Campaign Planning
- Cross-functional Leadership
- International Brand Expansion
- Team Leadership & Stakeholder management
- Retail & Consumer Experience
- Cultural Partnerships & Community Engagement
- AI tools applied to marketing strategy, research and content optimization
- Adobe Creative Suite

Additional information

- Native Spanish & Catalan
- Fluent English
- Driver's license

Employment history

BRAND & MARKETING MANAGER - SPAIN

UNIQLO | Barcelona & Madrid | May 2021 – June 2025

- Co-led UNIQLO Spain's marketing and brand strategy with Global HQ and European teams, translating global campaigns into locally relevant activations.
- Developed 360° omnichannel roadmaps across retail, ecommerce, PR, influencer marketing, digital content and experiential.
- Planned and executed large-scale store openings, brand events and community activations to drive engagement, traffic and brand affinity.
- Delivered experiential campaigns including the HEATTECH Madrid experience, combining physical activation with digital amplification.
- Built strategic partnerships with cultural institutions, ambassadors and local communities to strengthen brand relevance in Spain.
- Led content production and photoshoots for European campaigns, and launched digital platforms including Live Station and StyleHint Spain.

HEAD OF VISUAL MERCHANDISING SPAIN

UNIQLO | Barcelona & Madrid | May 2017 – May 2021

- Played a founding role in launching UNIQLO in Spain. Built the visual merchandising function from scratch and led the opening of 7 stores, including 3 flagships, after training across Europe and Tokyo.
- Built and managed a team of 20 visual merchandisers, implementing scalable processes, reporting systems and execution standards.
- Delivered over 30 brand activations, product launches and experiential events in collaboration with Marketing, PR and Retail.
- Created activations for designer collaborations including Jil Sander, JW Anderson, Christophe Lemaire and Clare Waight Keller.
- Led a European optimization project for visual production and logistics, achieving a 30% YoY cost reduction.
- Managed VM budgets and resource allocation.
- Led UNIQLO's market entry in the Netherlands, opening the first Amsterdam flagship, including team hiring, agency management and full visual execution, and contributed to openings in Paris, London and Berlin.

VISUAL MERCHANDISING AREA MANAGER

NIKE | Madrid | October 2015 – April 2017

- Led Madrid's visual merchandising strategy, managing a team of 10 across multiple retail environments.
- Supported major openings and transformation projects including El Corte Inglés and Atlético de Madrid stores.
- Partnered with Planning, Buying and Brand Marketing for seasonal launches, showrooms and premium product storytelling.
- Ensured consistent execution of global brand standards through coaching, training and operational follow-up.

VISUAL MERCHANDISING COORDINATOR

NIKE | Barcelona & Madrid | October 2007 – October 2015

- Executed retail campaigns and product storytelling across Spain and Europe.
- Supported store openings, refits and activations with external agencies and internal teams.