



# Inma Ayala

**La Rioja, Spain**  
**Date of Birth: 4 April 1997.**  
**Nationality: Spanish.**

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**About me:** *I was born into a Rioja winemaking family, learning about winemaking along the way, both in the vineyard and the winery. Put simply, wine is and always has been who I am. I am experienced not just at making wine but also at selling it to both Spanish and international customers in my family winery. I work hard, have great creative-thinking skills and a 'can-do' attitude. I personally know many Rioja winemakers, both from traditional wineries and the next-generation. My communication and wine marketing skills have helped me win over customers from all over the world.*

## EXPERIENCE

### **VINEYARD MANAGER - BODEGAS AYAGAR, HORMILLEJA, LA RIOJA — FROM BIRTH-TO PRESENT —**

*Tend and nurture our Tempranillo & Viura vines throughout the year from pruning to harvest. Oversee the harvested grapes during selection, through fermentation, aging, bottling, and sales processes. Welcome corporate and individual clients to the winery, showing them winemaking techniques. Accompany clients with tastings, meals in our restaurant, converting them into repeat customers. I negotiate prices with corporate clients when necessary.*

### **MAÎTRE D - RESTAURANTE LA VIEJA BODEGA, CASALARREINA, LA RIOJA — 2024 —**

*Greet customers as they arrive at one of La Rioja's most prestigious restaurants with over 500 wines on offer. Ensure they have an unrivaled dining experience. Involved in the administration of the restaurant, managing accounts, bookings, and solving problems as and when they occur.*

### **DIRECT TO CUSTOMER EXPERIENCES, BODEGAS CVNE, HARO, LA RIOJA — 2022 —**

*Conducted guided tours, wine tastings, and direct sales at one of Haro's most iconic centenary wineries, sharing my passion for wine, pride in my region, and the winery's rich history. Created an engaging and educational experience for visitors and contributed to increased sales in the wine shop.*

### **ARDBOYNE HOTEL, NAVAN, IRELAND — 2022-2023 —**

*When I wanted to improve my English I moved to Ireland, working as part of a team in various front-of-house roles, delivering exceptional customer service in a fast-paced, English-speaking environment. Adapted to a new culture and language.*

## EDUCATION

- **English B2** – 2024 – **Centro San Millán**, Logroño, La Rioja.
- **Higher & Middle Degree, International Commerce** – 2017-2021 – **IES Comercio**, Logroño, La Rioja.
  - Internship: **Foyle International (Erasmus Program)**, 3D Issue, Letterkenny, Ireland.
  - Internship: **Transports Valle del Oja**, Santo Domingo de la Calzada, La Rioja.
- **Middle Degree, Business Administration & Management** – 2014-2016 – **IES Rey Don García**, Nájera, La Rioja.

## SKILLS

*Personable, team worker, determined, open-minded, sociable, independent, self-starter, organised, quick-learner, honest, responsible and reliable...*

*Oh... I kick-box!*