

Maria Fernanda Meza Torres

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I am a highly motivated and efficient marketer with a strong passion for the toys industry. My life goal is to have my own toy company with inclusivity at its core. For this reason, I am looking for an opportunity to grow and develop my skills in the industry and make an impact in the world of toys.

Education

Bachelor of Business Administration, Marketing Major

August 2020

HULT INTERNATIONAL BUSINESS SCHOOL—London, United Kingdom

Understanding Child Development: from synapse to society Certification

Present

Utrecht University — Online Certification

Experience

TATA CONSUMER PRODUCTS – London, UK

April 2022 – Present

Brand Manager, Innovations. Leading NPD development in food for UK and US. Leading UK brand strategy and execution for Good Earth tea.

- Working with a cross-functional and cross-market team in end-to-end development of new food products for the US and UK. Developing full line architecture from, packaging development, consumer validation, pricing strategy and launch planning for a September launch
- Leading the brand activation toolkit development, delivery and measurement across all consumer touchpoints for new food products to ensure a successful launch in market and effective roll-out in new markets
- Developing and executing the strategy for the Good Earth tea, focusing on driving awareness and trial to gain share in a profitable way while gaining new listings in new channels

TATA CONSUMER PRODUCTS – London, UK

October 2020 – March 2022

Assistant Brand Manager, Innovations. Supporting Head of Innovations and Good Earth Marketing Manager with key activation projects and NPD

- Led product innovation projects on Tetley and Good Earth brands across UK and Canada to continue driving brand incrementality
- Managing of social and media agencies, planning and executing effective digital campaigns that drive brand awareness for Good Earth, alongside loyalty and repurchase through trial campaigns, recipes and newsletters
- Supporting Head of Innovations on the development of a new Innovation Process that ensured cross-functional and cross-market collaboration to drive successful NPD. New process currently in place

CAMET STUDENT ACCOMMODATION – Puebla, Mexico

June 2018 - Sep 2020

Sales and Marketing Manager. Developed a 'go to market' strategy for a startup student accommodation

- Built launch plan focused on differentiating against competition through student engagement, including events, exclusive offers and experiences, strengthening customer loyalty from opening.
- Leveraged direct digital to ensure customer engagement, with a strong focus on parents communication, expanding value proposition. As a result obtained 60% rebookings for 2019 – 2020 and fully booking in 2 months.
- Booked the accommodation at 80% capacity during the beginning of the pandemic by crafting a social media campaign targeting medicine students that had to move to Puebla for work

Volunteering

KEEN LONDON, – London, UK

Present

Coach. Coaching children with disabilities on sports activities one-to-one

- Analyzed key areas of development for the children in each session and ensured activities, games and toys were targeting areas of improvement that would foster their personal development
- Developed strong communication skills, learning new ways of communication including Makaton

Additional Information

Languages: Spanish (native), English (fluent), Italian (intermediate), French (intermediate), Portuguese (conversational)

Technologies: MS Office (advanced), Social Media Tools (advanced), Adobe Illustrator and Photoshop (basic)