

MICHELLE FERNIZA

OVERVIEW

I'm an experienced Marketing leader consistently delivering results by developing and successfully executing 360 marketing strategies. My strengths lie in fostering and pushing creativity forward, and ensuring a holistic storytelling approach through all channels. I excel at working in fast-paced environments and successfully managing multiple projects while maintaining a keen eye for detail and meeting deadlines. I navigate social situations and decision-making with diplomacy and tact, bringing everyone together for common goals. Adaptable and resilient, I maintain a positive "can-do" attitude even in challenging situations, presenting myself with poise and professionalism, bridging personal gaps to reach shared objectives.

CONTACT

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LANGUAGES

SPANISH



ENGLISH



GERMAN



FRENCH



ITALIAN



STRENGTHS

CREATIVE & STRATEGIC
RESULTS DRIVEN & ANALYTICAL
PROJECT MANAGEMENT & LEADERSHIP
COMMUNICATION & ADAPTABILITY

INTERESTS

DESIGN & MARKETING
FASHION & CULTURE
SUSTAINABILITY
COOKING & TRAVEL

WORK EXPERIENCE

SENIOR GLOBAL MARKETING MANAGER - ELGATO

January 2022 - Present

Managing worldwide marketing strategies, planning implementation and execution of various marketing activities and campaigns, online and offline:

- Leading, developing and executing successful global brand and product campaigns, ensuring brand and sales KPIs are met.
- Managing GTM strategies and successful execution of holistic product launches across all channels. Maximising awareness, sales and SOV.
- Growing our global retail presence by delivering strategy and POS Creative Direction. Including aesthetic, experience & narrative for bespoke concepts and wholesale.
- Planning, managing and successfully executing participation in key audience consumer facing Events worldwide.
- Evolving Elgato's brand design and identity including development of Brand Guidelines and Creative Direction for print, web, campaign, events and retail.
- Overseeing and directing strategy for Paid Media and E-mail Marketing content.
- Effectively and successfully managing a Marketing budget of +€1.5 Million.
- Leading a team of 12+ Marketing Specialists and Designers, ensuring quality and timely delivery and execution of all marketing activities while fostering effective team-work and collaboration across different departments.
- Recruiting, briefing and managing external agencies, content creators and other stakeholders for campaign production, marketing assets creation, POS-fixture development and event execution.
- Developing and producing brand merchandise for e-commerce, events and partner giveaways.

GLOBAL TRADE MARKETING AND EVENTS MANAGER - ELGATO

April 2020 - December 2021

- Growing our global retail presence by delivering strategy and POS Creative Direction. Including materials, aesthetic, narrative and experience for wholesale and bespoke concepts.
- Audit brick and mortar stores, observe competition and identify best in class.
- Analyze retail development, initiate market research and interpret results.
- Coordinate retail marketing and sales material needs and creation.
- Planning, managing and successfully executing participation in key audience consumer facing online and offline events worldwide.
- Conduct wrap-up meetings and prepare performance reports.

RETAIL DESIGNER - GLOBAL BRAND DESIGN - ADIDAS

March 2016 - April 2020

- Lead Designer for sustainability topics. Including sustainability creative direction for Flagship concepts, research, innovation, and developing and producing fixtures.
- Delivering Creative Direction for Retail. Including materials, aesthetic, narrative and retail theatre for flagship stores, sport-focused stores and wholesale.
- Recruiting, briefing and managing external agencies and stakeholders for fixture and retail production, localisation, sustainability and other flagship topics.
- Managing the Internship program. Recruiting, onboarding managing interns.

3D ARTIST - GLOBAL BRANDS MARKETING - ADIDAS

January 2012 - February 2016

- File Preparation, 3D Visualization and Rendering of Footwear and Apparel.
- Effectively delivering customization solutions for adidas products.
- Providing expertise on 3D design and spatial planning.
- Creation of bespoke 3D textures & materials.

EDUCATION

2019

- MDE - Manager Development Experience Program.

2016

- Visual Merchandising Training, Artidi Escuela Superior - Barcelona, Spain.

2008-2012

- Bachelor of Arts in Design, GSO University of Applied Sciences, Nurnberg.