

Fernanda Martins

Creative Strategist > Global & Digital Experience > EU Passport holder

A creative strategist working on business innovation, brand strategy and digital platforms for 13 years; helping advertising agencies to create and implement new services across Brazil, the UK and Australia. A solid background in multiple industries (e.g. automotive, airlines, FMCG, finance, beauty and fashion) working across diverse groups such as generation Z, millennials and seniors; understanding different markets: North & Latin America, Europe, Middle East and APAC.

Delivering real value to the team, leading strategic and critical thinking, generating cultural and human insights based on qualitative & quantitative data, including digital sources and planning and hosting collaborative workshops internally and with clients. Responsible for building relationships with senior clients, managing multi-disciplinary teams globally (incl. remote work), creating presentations and running Innovation & Digital culture training, as well as being a company ambassador at events and education institutions.



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Awards

Winner | Effie LATAM | Winner Gold 2021 | Johnnie Walker, the next 200 years has just begun
Winner | Cannes Lions Festival | Young Lions Media Brazil 2015 | Audi: Instant Valuation Billboard
Winner | WARC Award | Prize for Innovation | Audi: Instant Valuation Billboard
On jury | MFA Awards, Australia; Young Lions, UK, Australia and Brazil

Work Summary

Mindshare Worldwide

Strategy Partner, London | Mar/22-Mar/23

Carat UK

Strategy Partner, London | Jan/21-Mar/22

BBDO Sao Paulo

Freelancer, remotely from London | Sept/20-Dec/20

PHD Media

Strategy Director, Sydney | Apr/19 – Mar/20

Associate Strategy Director, London | Jun/17 – Apr/19

Strategist Manager, London | Sep/16 – May/17

BBDO Sao Paulo

Insights & Connections Supervisor | Dec/13 – Aug/16

Insights & Connections Coordinator | Nov/12 – Nov/13

Mullen Lowe Brasil

Coordinator | Jan/12 – Sept/12 (10m)

Main clients



Work Experience

Please check my online portfolio to see details of key projects: www.fernandamartins.co

Mindshare Worldwide, London

- Managed the Ice cream and the Nutrition categories - biggest Unilever business growth (9% and 8.6%), after Homecare.
- Responsible for a 9-people team across London and NY that delivered 28 projects across the Business Units for brands such **Magnum (incl. Vegan), Cornetto, Walls, Ben & Jerrys, Knorr, The Vegetarian Butcher (plant based) and Hellman's**.
- Played an integral part in CMO meetings, collaborated with "Scope of work 2023 negotiations" and contributed to design internal process for digital activations.

Carat UK, London

- Mondelez/Cadbury** (UK+EMEA) – Strategy to rethink the future of the chocolate business in light of the HFSS legislation.
- Comms strategy for **Vodafone, Coca Cola, Nivea**.

BBDO Sao Paulo, remotely from London

- Freelance as a Strategy Director at the most creative agency of the decade worldwide, according to Cannes 2020.
- Connection Planning on **Diageo (Tanqueray, Smirnoff, Johnnie Walker)** – including content, digital, and e-commerce.
- Implementation of global frameworks.

PHD Media, Sydney

- Developed brand strategy, portfolio work and innovation consulting (AI, AR, mixed realities) for brands such as **Pepsi Max, Gatorade, Doritos, Sunbites, Victoria Bitter, Canesten (Bayer)**.
- Led the Innovation project for PepsiCo, diversifying the services offered by the agency based on the usage of the Design thinking tools and the Service Design mindset to increase sales of a specific packaging range of chips across the PepsiCo portfolio. Re-designed the 'self consumption' packaging (60-90g), instead of creating an advertising ad, the process involved field research and prototyping.

- Pitch support, developing category research and brand repositioning for **Ferrero and BetEasy**.
- Diversity expert and accredited Mental Health First Aider per MHFA Australia (<https://mhfa.com.au/>), pushing the boundaries on these discussions, helping to shape the future of work

PHD Media, London

- Created a new service offering for the agency (the Deep Dive project) to maintain brand consistency globally for the brands **Polident, Poligrip and Corega**. Required extensive local-global alignment (Europe and others) and understanding of the business landscape in developed and emerging markets. This new approach was requested by other categories within the GSK business and sold to other clients across the agency, generating new income.
- Led the strategy to rethink the future of the denture care business. Consulting on product innovations (understanding the emerging market landscape) and creating the Ecommerce strategy.
- Recommended Adylic to Biotene, generating incremental income.
- Successfully designed and facilitated several Design Thinking co-creation sessions for all brands and became the company's voice for this area.
- Strong team player with the ability to build a successful relationship with senior clients and team members. Passionate about creativity, innovation, storytelling and Design Thinking principles.
- Led strategy projects in the Central Strategy Team - a multidisciplinary team operating in a consultancy style for complex problem solving and creative solutions.
- Worked collaboratively with creative agencies, branding agencies and media & tech partners to deliver holistic and cohesive solutions
- Demonstrable track record of finding and solving complex business problems, building customer-centric journeys and ecosystems for brands such as **HSBC, Timberland, Glade, TRESemme, Sunsilk, Bed head, Catwalk, S factor and Impulse in different countries across America, Asia and Europe**.
- Line management responsibility.

BBDQ, Sao Paulo

- Implemented a new service offering for the agency, including the development of personas, blueprints of path to purchase - using quantitative cluster analysis, qualitative interviews and digital insights.
- Created and implemented the Ideation process within the strategy team; changing the dynamic with the creative team; diversifying the area deliveries. This was inspired by the 1-year Service Design course I attended at Livework, the british design studio in Sao Paulo.
- Demonstrable track record of finding and solving complex business problems, building customer-centric journeys and ecosystems for brands: **VW, Audi, PepsiCo, Pedigree, AB Inbev, VISA (official sponsor of the 2016 Summer Olympics)**.
- Selected to be part of the digital ambassador team and led innovation training based on my visits to innovative spaces in San Francisco such as AirBnb, IDEO, IBM, d.school, Intel, Facebook, Google, HP and Rainbow Mansion and online courses such as Design Thinking (NovoEd) and Storytelling for Change (Acumen).
- Pitch support to develop new business such as C&A.
- Led a 4-member team, designed the new hiring experience and the performance evaluation of the team

Mullen Lowe Brasil

Media Coordinator
Jan/12 – Sept/12 (10m)

- Led a 2 member team.
- **Stella Artois, ASICS & BIC**

Repanse Comunicação

Media Trainee
Nov/10-Dec/11 (1y 2m)

- Led a 1 member team.
- **GSK, Action Aid and Doctors Without Borders**

Warner Bros

Internship
Sep/09-Mar/10 (9m)

- Content Producer on TV show
- **Pepsi**



Education

Service Design Innovation School, created by Livework founders in Brazil | Concluded (Jul/12-Jul/13)
Universidade de São Paulo | Bachelors, Marketing | Concluded (Jul/12)



Training

Hyper Island: Master Class in Digital Acceleration
Cultural Immersions and Social Media Specializations – Facebook & Google HQ, USA
Central Saint Martins College of Art and Design (London) – Ideas Course



Languages

Portuguese – Native | English – Fluent | Italian / Spanish - Basic