

VITTORIA FEGGI

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🏠 London, UK

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"Fast paced and energetic brand manager currently working in the toy industry, looking after a 75-year-old UK heritage pre-school brand. I'm rational, precise and determined. I have a "never give up" mentality, surrendering never stands among my options: when I have an objective I always give my 100% to reach it, despite the obstacles. This is thanks to my energetic personality, always finding a way to make things done with a positive attitude, and helped by a good dose of organization."

EXPERIENCE

📅 **Jan 2018 – NOW**

Brand Manager UK – Fisher Price Preschool

MATTEL

London, UK

TASKS AND RESPONSIBILITIES:

- **Marketing plan** creation and execution
- Select and develop market appropriate products and define pricing and launch strategy for the line
- Develop and execute **key marketing initiatives**, including but not limited to advertising, digital marketing, and consumer promotions. Special focus on: **Media Campaigns** working with Google, Amazon and media agencies and **Social Media Campaigns** working with social media agencies
- Analyze the effectiveness of marketing programs
- Daily relationship and support to the local sales team to execute account plans – focus on e-retail accounts, especially on Amazon
- Deliver a franchise structural approach to restore **brand profitability** across UK working daily with local partners, the international team, and cross functions
- Work with Trade Marketing and visual merchandisers to develop excellence in **in-store execution**
- Deliver on the **key financial objectives** for the brand - work with Finance, Planning and marketing manager to manage the brand P&L, ensuring appropriate financial targets are met which include sales, margin and inventory
- Supervise and develop the intern
- Planning the future – next year brand overarching strategy and product development feedback to the R&D team

📅 **Jan 2017 – Dec 2017**

Jr Brand Manager EuroMEA (Europe, Middle East & Africa) – Fisher Price Preschool Licensed

MATTEL

London, UK

TASKS AND RESPONSIBILITIES:

- Long term strategic marketing plans for Europe, Middle East and Africa, from product development to commercialization
- Select and develop market appropriate products and define new launches for the whole Region
- Assist local countries for marketing activation executions
- Analysis of competitive set for the market and the category, across the Region.
- Work with local marketing, international team and cross functional teams to achieve target cost, margin contribution, retailer margin and schedule.

- Manage day-to-day line with key licensors, creating strong partnerships to deliver marketing activations to the Region.
- Public Relations management

FIELD PROJECT:

⇒ **Nickelodeon/Mattel Regional Summit in Barcelona**

Fall 2017 Strategic Marketing Plan Event

- Event planning and execution

📅 **Dec 2015 – Dec 2016**

Brand Marketing Associate EuroMEA (Europe, Middle East & Africa) – Games, Advanced Concepts and Disney Princess

MATTEL

Barcelona, SP

TASKS AND RESPONSIBILITIES:

- Data collection, processing, analysis and interpretation for the whole Region
- Market research studies, NPD deep dives for the Region
- Launch of a new innovative brand across the Region
- Support the marketing manager to create long term strategic marketing plans for Europe
- Support the marketing manager to select and develop market appropriate products and define pricing for the whole Region
- Coordinate the communication between the international team and the local countries
- Support local countries with their day to day requests.

📅 **Sept 2015 – Dec 2015**

Marketing consultant

NETCOMM

Milan, IT

TASKS AND RESPONSIBILITIES:

- 3 months project developing a plan for DeAgostini launching a new brand in Italy
- Data collection, processing, analysis and interpretation
- Market research studies, NPD deep dives on market demand and potential demand
- Launch plan of the new brand

EDUCATION

📅 **2013-2015**

Master of Science in Marketing Management

- **Università Commerciale L. Bocconi** (Milan, 2013/2014)
- **Maastricht University School of Business and Economics** (Maastricht, 2014/2015)

Full-time graduate program

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|---|--|---------------------------|
| R E L E V A N T E X A M S | ✓ Consumer Behavior | ✓ Brand Management |
| | ✓ Product Innovation and market creation | ✓ Channel Marketing |
| | ✓ Advanced Statistics | ✓ Experiential Marketing |
| | ✓ Market Research | ✓ Relationship Management |
| | ✓ Strategic marketing | ✓ Supply Chain Management |
| | ✓ Industry Analysis | ✓ Marketing Plan |

Graduation Date: Oct 2015

Grade: 110 *cum Laude*

2010-2013

Bachelor's degree in **Economics and Management for Arts, Culture and Communication**

Università Commerciale Luigi Bocconi (Milan)

Graduation Date: October 2013

Grade: 100/110

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|---|---------------------------|---|
| R E L E V A N T E X A M S | ✓ Business administration | ✓ Principles of Organization |
| | ✓ Economics | ✓ Seminars for the Development of Managerial Skills |
| | ✓ Marketing | ✓ Statistics |
| | ✓ Math & Financial Math | ✓ Competitive Strategies in the Creative Sector |

2005-2010

Liceo Classico (High School in Humanities)

Liceo Classico L. Ariosto, Ferrara

LANGUAGES

Italian

- Native speaker

English

- Written: PROFICIENT
- Spoken: PROFICIENT

Certifications:

IELTS (December 2011)

Spanish

- Written: PROFICIENT
- Spoken: PROFICIENT

French

- Written: INTERMEDIATE
- Spoken: INTERMEDIATE

(Language knowledge is assessed according to C.E.F.R. scale)

SKILLS

PROFESSIONAL SKILLS

- Strong analytical skill and attention to details
- Ability to plan and execute, skilled in problem solving
- Effective communicator & ability to develop strong working relationships
- Project Management

SOFT SKILLS

- Passion and enthusiasm
- Determination
- Flexibility
- Ability to work under pressure
- Team player

COMPUTER SKILLS

- WINDOWS:

Excellent

- MS OFFICE:

(Word, Excel, Power Point, Outlook)
Excellent

- MACINTOSH:

Excellent

- WEB AND SOCIAL MEDIA

Excellent

- SPSS

Good

Certifications:

ECDL European Computer Driving Licence (2011)

PASSIONS



Karate



Travelling



Arts



Ancient Cultures