

## Contact

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## Education

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### Master of Innovation Management

University of Sussex  
2021 - 2022

### BA Marketing with Psychology

Portsmouth University  
2017 - 2020

## Skills

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- Competitive analysis & market research
- End-to-End product development
- Brand growth & exposure
- Budget management for campaigns
- Multi-channel digital marketing

## Software Skills

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- Constant Contact
- Wordpress
- Adobe Creative Cloud (InDesign, Illustrator and Photoshop)
- Canva
- Microsoft Planner
- Google Analytics
- SAP

## Languages

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English

Spanish

French

# Maria Popoca

## Marketing & Innovation Executive

### About Me

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Marketing professional with wide experience in the competitive FMCG confectionery sector, specialising in market research, project management, and end-to-end product launch strategies. Skilled at identifying market opportunities to develop standout products and strengthen brand recognition

### Work Experience

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#### Kervan Gida UK

Marketing and Innovation Executive      Sept 2023 - present

- **New Product Launches** - Managed campaigns, **increasing database by 150%** through competitions and sampling events. Wrote product blogs, organised press releases, influencer gifting, and social media plans, reporting insights to the Sales Team.
- **Project Management** - Led projects with factories, achieving **95% on-time launches**. **Created a 3-year NPD plan to drive innovation** and keep the company ahead of trends.
- **Creative Asset Development** - Designed impactful assets for trade shows, magazines, retail stores, and the company website, ensuring clear product messaging and increased visibility.
- **Managed website content via WordPress and Amazon Seller account**, optimising product listings with A+ content to boost conversions.

Sales Administrator      Jun 2023 - Sept 2023

- **Led Sage to SAP migration**, ensuring a smooth transition and improved operational efficiency.
- **Transitioned to marketing after 3 months**, applying **academic expertise** to drive campaigns and support strategy.

#### Hult EF Corporate Education

Sales Operations      Nov 2022 - Mar 2023

- **Sales Bootcamp** - organised bi-monthly bootcamps to train sales team and provided them actionable insights after the training.
- **Tracked account managers** performance with LinkedIn Sales Navigator to enhance sales effectiveness.
- **Collaborated in monthly meetings**, sharing company updates to ensure alignment across teams.

### References

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AVAILABLE ON REQUEST