



# Natalia Fernandez

Creative innovator & web3 enthusiast

📍 London, UK

✔ Natalia is available **for hourly consulting only**

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## Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Freelance Assignments, Hourly Consulting, Permanent Positions

## Skills

Innovation Management (Intermediate)

Creative Strategy (Intermediate)

Branding & Identity (Intermediate)

Partner Development (Advanced)

Ecosystem Management (Intermediate)

Leadership (Intermediate)

## Languages

English (Native)

Spanish (Native)

French (Basic)

## About

Recently graduated from a Masters in Innovation, Creativity and Leadership. Background in fashion, hospitality & tech. Currently consulting for fashion platform to develop a new B2B vertical. Have a strong interest in web3 technologies (Master's dissertation on DAOs, currently learning via SheFi) and looking at roles in the space.

### BRANDS WORKED WITH

CULT MIA

Daniela Agnelli Studio

Dan'S

Horizons

Rosa Alacrán, Senssa Studio, Meridiano

## Experience

### ● Co-Founder

Rosa Alacrán, Senssa Studio, Meridiano | Apr 2020 - Nov 2022

- Led the creation of 3 brands: managing timelines and execution of branding, design, product development and marketing initiatives, each business going to market in less than 1 year.
- Oversaw the development of F&B, retail offering managing relationships with brand & commercial partners.
- Established organisational structure, overseeing teams of 25+ employees, operations, establishing metrics for efficiency and quality control.



### ● Community Curator

Horizons | Sep 2021 - Jul 2022

- Organised 10+ local & international events focused on technology, culture and web3 by building strategic partnerships with founders, creatives, and VCs.
- Developed community-driven offering, designing onboarding process leading to a 40% increase in members.
- Managed processes & tools (Notion, CRM) to support Horizon's development, documentation, and communications.
- Designed and executed multiple creative projects including content creation, event collateral & podcast production.



### ● Creative Consultant

CULT MIA | Nov 2019 - Apr 2020

- Streamlined brand sourcing strategy by partnering with global brands & improving onboarding processes onto platform.
- Established international partners, building relationships with large ecosystem players and local mechanisms including regional fashion councils, trade & culture specialists, and local fashion week organisers.
- Supported startup by providing production, sustainability & PR know-how.

### ● Founders Associate

Dan'S | Oct 2018 - Oct 2019

- Planned and executed content production, generating all media assets for web and social launch.
- Project managed web launch and coordination of copywriting, UX and visual design.
- Onboarded operational team and software (CRM & Business Management).

### ● Stylist Assistant

Daniela Agnelli Studio | May 2017 - Aug 2017

- Managed day-to-day operations, being first point of contact with brands, press and clients.
- Assisted in freelance editorial shoots and features for Vanity Fair, Tank, Tatler and Conde Nast Traveller.

-Collaborated with Annabel's members club in execution of events for member onboarding from creative industries.



● **Consultant**

CULT MIA | Feb 2023 - Now

Developing new B2B vertical for the business.