



Natalia Fernandez

Creative innovator & web3 enthusiast

📍 London, UK

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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.