

Sample of Work Example:

Marina Bertoldi

Cohort 12

Brazil

Entrepreneur / Project Manager

Method of Submission:

This applicant uploaded documents directly into the SFU Graduate Admission Application Portal.

Location of Materials:

See documents below.





Hello, my name is Marina Maria Bertoldi

and I would like you to know me better. Thus, I've selected some of my personal and professional experiences to present in this portfolio. These experiences reflect my entrepreneurial drive and my passion for marketing and innovation. I'll be happy to answer any questions that may arise along your reading.

Have a nice journey!



IN 2006 I lived a dream and fell in love with
customer services and marketing

IN 2006 I Started my first business at the
age of 19

IN 2010 I got out of my comfort zone and
did a trainee program at BOSCH

IN 2011 I worked for a big company in
Brazil- and it was a failure!

IN 2012 I designed and sold an idea

IN 2012- 2014 I worked with my passion

I only have one idol in life. Since I was a little girl until now, Walt Disney is my biggest inspiration and true hero. I know everyone likes Disney's stories and movies, but it goes beyond that for me. I always loved his ideas, his values and his persistence. How he created magic and touch peoples lives with his dreams.

By 2006 I had already read all the biographies about his life and was very impress by his entrepreneurial style and drive and completely in love with his entertainment complex, movies and merchandise.

Doing the International Working Program at Walt Disney World Resorts in Orlando for 3 months was a dream come true and a very enriching "business school" for me.

To learn and experience how the company works, its values and back story set really high standards for me and open my eyes to a new way of working and doing business.

In this experience I had the opportunity to:

/I've learned in my first job that hard work pays off in the end, that you can dream and achieve, that it is all about making magic, that small ideas can became big dreams and the most important thing is costumer services and user experience.



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Being the daughter of a serial entrepreneur couple in Brazil, in a way set, my future. The passion and drive of my parents inspired me to follow the same path as them and share their dreams.

I've always loved the challenge, the thrill and chaos of a new business but I have to admit I had no idea what was I going in to when I decide to start a business, a gym, with my two brothers at the age of 19.

It was very hard at the begging to set myself as a leader in a male dominant industry and with the majority of our staff been men, all older than me and more experienced in the field.

I am proud to say that our gym is from the begging not at all conventional. We are the biggest climbing wall gym of Latin America, we won the Top of Mind awards in our city on the last 5 years, we are costumer choice of the year for 3 years in a roll and in this 10 years we had a very small turned over and never had to advertise a job since we have a constant flow of applications.

We decided that Via was going to be more than just a work out place, but a meeting spot for friends, an art gallery for young artist with yet no space, a health centre, a place to explore and achieve objectives in a fun and healthy way.

Learning points and achievements:

/As a young and inexperienced entrepreneur I learned to motivate myself, to put ideas to life and make it work, to change the course and make decisions quickly and efficiently, to always listen to criticism and our client, to embrace calculated risks, that anything is possible and that I am stronger than I ever thought I was.

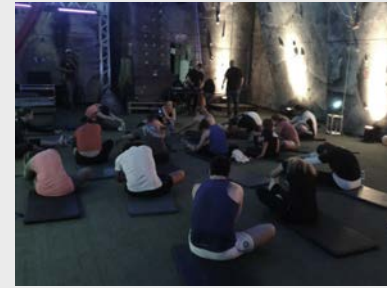
/Our gym is 10 years old and is a business success that runs smoothly and have a strong and loyal client base. I'm very proud of what Via is and means in our clients and staff life and even more proud of the team me and my brothers became.



BOOK launch!



Trending classes!



Special events!

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BOSCH

One of my biggest passions in life is travelling and living abroad. As part of the Student Organization, AIESEC, I got the opportunity to do a trainee program of one year in Germany.

My trainee at BOSCH is to the day one of my proudest moments. I knew nothing about power tools, project management, European market or the German language when I arrived for my first day at work.

It was hard and very demanding at the beginning, especially when my manager left for maternity leave and I was in charge of the drilling segment market for all Europe for 6 months with no previous experience. They took a chance on me and I worked hard to deserve their trust.

My "baby" is the Uneo Maxx drill which remains a success in Europe and some of my tools and metrics for marketing and performance analyzes are still benchmarked for the power tools department.

Learning points and achievements:

/ I managed a multidisciplinary team from concept to deliver for the Uneo Maxx drill and I can not believe how much I learned and the fun I had in the process.



/ I challenged myself to live in a country that I did not understand the language or costumes for a year and end up broadening my world views.

/ I learned to be more efficient and clear on my communication and work. BOSCH was a great efficiency school.

/ I learned in real life project management with the best tools and teams.

/ I was the best evaluated trainee at BOSCH on the past 5 years at the time and in the end I had to train the new manager for his position.

/ All the tools and projects that I was responsible for in this year were delivered on time and budget.

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25.000+

*candidates for
the trainee
program*

24

*Trainees
selected*

12 months

*To deliver my
project*

***My biggest
failure!***



grupo boticário



After my time at BOSCH I decided I wanted to keep working with project management so I applied for a trainee program at one of the most prestigious companies in Brasil, Grupo Boticário.

The hiring process alone took 4 months, had 25.000 candidates and I was one of the 24 hired trainees. I was given a very important and lucrative project with close contact with the board of directors and with real impact in the company. I had the mission to reduce and improve the time line production of our make up line, with the focus on products that were manufactured abroad.

After a few months of research and meetings with all the departments involved in the process I proposed to the board of diretores metrics, documents and a process to use in every new product project. The process used by them was confusing, disorganized, with no system to follow and all based only in people and meetings. There were many gaps, miscommunications and it took much longer than it needed, increasing the costs in almost 38%.

But, they didn't like my project. They wanted to change but "not so much". I wasn't happy, I hated how long every little decision took, how I had to get the approval of all the diretores in every single little detail in the process, that every day was consume by endless meetings and how my success was based in time worked and not projects or goals.

Boticário is ranked one of the Best Companies to Work in Brasil every year, it is an incredibly successful and lucrative company and it is to this day a family owned company which is very rare for a business this size and I admired that a lot. But it is too vertical and too traditional for me. I was more used to a german way of doing business and it was very frustrating for me not being able to implement the changes I saw necessary, so I end up leaving.

Learning points:

/ I learned a lot about project management and product development.

/ I also learned that big traditional corporate life is not for me. I like to take action quickly and engage in calculate risks without having to wait for approvals from all kinds of people and dealing with egos. I like the thrill and chaos of new and smaller business where you can experience the whole company and not just a small fraction of it each time.

/ I realize I don't like vertical companies and that I don't fit in where most people do. I'm free, I embrace changes and I like challenges more than stability.

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After failing to adapt to a big structure company I needed a little bit of excitement and challenge, so I decide to put to work an idea I had. A small one in a field that I believe a lot in and that I love, ecommerce.

Beebee is online store for baby clothes and products very exclusive, convenient and high quality.

The big difference from other websites is that you could order a suit case with a set off clothes in your baby's size and style and try everything in the comfort of your home with no time pressure or inconvenience. What you didn't like we would pick it up in a week with no cost and you pay only for what you keep.

After some research I found out that new mothers didn't want to go out with their young babies for many reasons: too much effort and time consuming, they still had baby weight and did not want to go out and get dressed, they were tired and sleep deprived so to try clothes at home with enough time was just perfect form them. It also made sense business-wise since mothers would get so attached to the products that they end up buying more than when in a rush at the mall.

Learning points and achievements:

- / It was incredible to learn how much costumer services and database plays a part in the success of an ecommerce.
- / I learned and played a lot with SEO, remarking and google ads.
- / This was very rewarding for me after my previews job to start and finish something that I created and have people believe in it so much that they bought it from me!

BeeBee Business Plan

translate in next slide



#1

Strategic Goal: close and intimate relationship of the brand with heavy users.

#2

Branding and target market: practicality, exclusiveness and closeness with middle market mothers. Comfort and style to babies.

#3

Slogan: baby fashion or honey babies

#4

marketing tone: The emotion of a smile, fun, playful, effortless. Colours: pastel tons of blue, yellow and pink to transmit tenderness and peace.

#5

What the brand is not and will never be: A masconsumption product, a commodity and basic.

#6

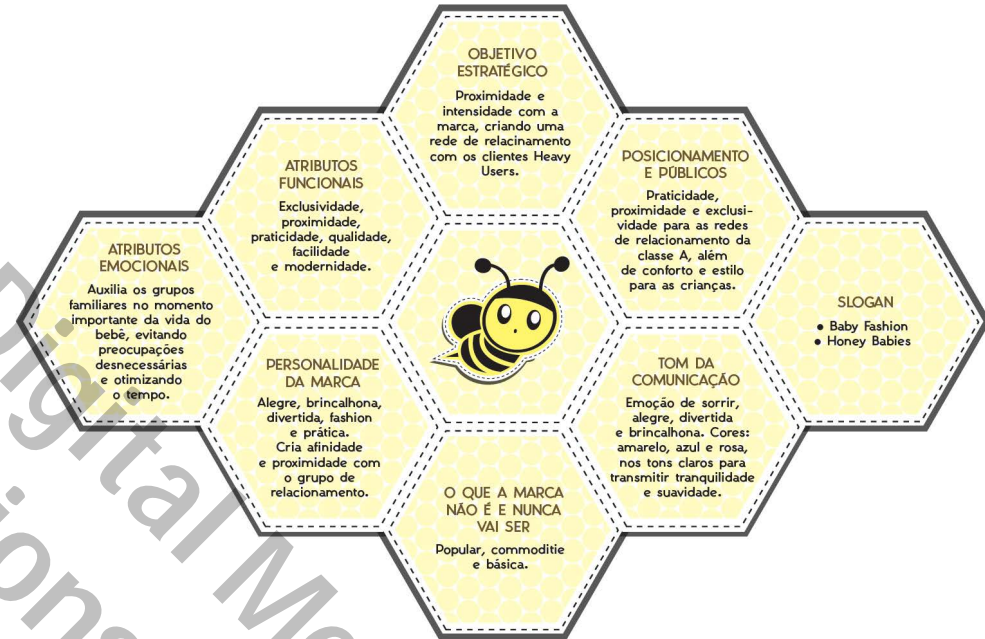
Brand personality: fun, funny, playful, fashion and practical. The brand is close, familiar and intimate with the users.

#7

Emotional attributes of the brand: help the family in this important moment in the baby's life. It saves time and avoids unnecessary concerns.

#8

Functional attributes of the brand: closeness, practicality, modern, exclusiveness and convenient.



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One of my classes in my post graduation course in Management Development was Entrepreneurship with the founder of World Study, Marcelo Cansini. It was my favourite class and we connect instantly since we shared the passion for travelling and living abroad.

One day Marcelo contact me with a proposal to work with him and I jumped at the opportunity.

I was called to be the director of one of the offices of World Study, a travel and exchange program agency.

For more than 2 years I managed the office in Curitiba and sent more than 2.000 clients abroad to pursuit their dreams.

In my time as a director my office jumped from being the 24th of the franchise to number one on sales and customer satisfaction. Our profitability increased, we received the Best Franchise Award and the Best Travel Agency in Latin America award that was voted by the partners abroad.

It was incredibly satisfying helping other people pursue their dreams of travelling, studying, working or living abroad. I believe so much in what I was doing and I was so convinced that that was the best way to grow up or change your life and world views that my passion just showed and I sold a lot. After a while I realized I loved it so much that I had to do it myself again, and here I am.

*Voted number one
travel agency in Latin
America (voted by
partner schools)*

#1

*#1 branch in the
company*

**from
42 offices**

Clients satisfied

almost 2.000

*After 2 years I sold the
office*

**3 X the price
I payed**



World Study

Educação Intercultural

It took one more year in Brazil to sell World Study's office and make plans for Via Aventura before I could pursue my wildest dream that was to move to Canada. I arrived here December 2015, and last year was a gap year for me, to live stress free and to decided what I really want to do here. I realized I am not ready yet to open my own business here, but it is in my future.

I am starting in January a 8 months postgraduate course at George Brown college in Toronto in a subject that I admite I need to improve: Financial planning. This will came in hand when I start a business here since the laws are completely different from brazil.

I now feel I need to explore more my artists side and really embrace my passion for new technologies and innovations. This is where the Master in Digital Media fits in my plans. I am absolutely thrilled with the idea of doing this course since I read the description.

GOALS FOR 2017:

- / Understand and master the financial aspect of business here in Canada.
- / Challenge myself to explore more my artistic side.
- / Have an insight for my next big idea for a business.
- / Start this master program and broad my network in Canada.
- / Refine a business plan during the master and put it to work after the graduation!



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Centre for Digital Media
Admissions

I'm looking forward to make the most out of my time at your university.

Hope to meet you soon,



My Goals for this program:



CREATE PROJECTS THAT ARE MORE SCALABLE AND PROFITABLE



LEARN HOW TO NAVIGATE THE RAPIDLY CHANGING DIGITAL MEDIA MARKET



IMPROVE MY TEAM MANAGEMENT SKILLS



EXPLORE NEW TECHNOLOGIES



EXPAND MY NETWORK AND MAKE MORE OUT OF IT