

ERIKA SANTONASTASO

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London



Product Marketing Leader committed to driving meaningful change for users and delivering exceptional results in every project I undertake.

LANGUAGES

Spanish - Fluent | Italian - Fluent | English - Fluent

Check my portfolio here: <https://www.erisanto.co.uk/>
<https://www.linkedin.com/in/erika-santonastaso/>

PROFILE OVERVIEW

I specialise in **go-to-market (GTM) strategies**, successfully launching products and campaigns while driving business growth. With a strong track record in **strategic problem-solving, stakeholder management, and cross-functional leadership**,

I deliver impactful results. I have **led high-profile projects, B2B and B2C global digital initiatives**, and multi-agency collaborations, ensuring execution excellence within time and budget constraints. My **entrepreneurial mindset**, combined with my **distinction in product management** from King's College London, reinforces my expertise in launching and scaling products effectively.

I thrive on innovation, execution, and delivering market success, currently working on a Business adventure for a **B2B SaaS app**. I'm confident I'm the **ideal Product Marketing leader**.

EXPERIENCE

Business Director & Product Consultant

VML / Ford at WPP agencies (GTB / VMLY&R) - Jul 2017 - Jun 2023

VML is a global creative company, part of the WPP group, it provides clients with integrated services across brand experience, customer experience, and commerce, all powered by data, technology, and platform expertise. GTB and VMLY&R were merged into what's VML now.

I **led digital experiences, content development** and **Go-To-Market** plans for Ford's European and global projects, earning a promotion in 2020. I successfully directed the **FordPass app** Go-To-Market marketing plans across Europe, **orchestrated a high-profile vehicle launches** collaborating with Omni-Channel Stakeholders, and crafted integrated marketing strategies. My role involved **strategic planning, managing production budgets, mentoring a team, and ensuring seamless stakeholder integration**, which resulted in high customer satisfaction and successful outcomes.

- I **led the strategic approach for various digital experiences**, including web, CRM, and apps for Ford of Europe—**winning awards and exceeding KPI results**.
- Developed and implemented integrated omni-channel **(GTM) marketing communication strategies**.
- Partnered with analytics and insights teams to **set KPIs and generate performance reports**.
- Provided consultancy and support to the **product team** to meet set deadlines and ensure a overarching **User-Centric approach**.
- Ensured **seamless coordination among senior stakeholders**.
- **Led and mentored a team** of Account Directors (ADs) and Account Managers (AMs).

Entrepreneur, Funder & Product Lead

Glowing Constellation Tech - Aug 2023 - Present

Glowing Constellation is a tech-driven company dedicated to revolutionising the cake decoration industry by identifying and bridging technological gaps.

What I initially funded as a small cake business that will serve as a source of income while studying is tuning into a tech adventure. I have **identified a tech gap in the market** after experiencing several **user pain points** and am currently conducting user research to take **Glowing Constellation** into the tech space.

- Currently developing a **baking app** using **Product Management** frameworks. Conducted a **SWOT analysis** to validate the market gap and prioritised features using **RISE and Impact/Value matrices**. Designed a **low-fidelity prototype** for user testing to refine assumptions and shape the next iteration. Also working on **monetisation and GTM strategies** for launch.
- My **strategic thinking** enabled me to quickly learn about the industry. I promptly **identified tech business opportunities** that I am now planning to bring to life.
- **Transformed a personal hobby into a thriving business**, quickly honing my skills to a professional level.
- **Created Mission, Vision, and Value Proposition statements**, which are detailed in the [case study](#) within my portfolio.

Account Director & Product Specialist

MullenLowe - Nov 2014 - Jun 2017

MullenLowe is a global, integrated communications network that helps brands embrace change through innovation and creative strategies, offering services like creative strategy, digital marketing, CRM, PR, and social influence consulting.

At MullenLowe, I managed different digital projects in automotive, FMCG, transportation, and the public sector, working with clients such as SEAT, UNILEVER, Virgin Trains, and others. I executed impactful [digital marketing campaigns](#), provided **strategic user-centric consultancy**, **analysed performance reports**, and **led teams for global and local product launches**.

- Developed **communication and Go-To Market strategies** for global, regional, and local product launches.
- Effectively communicated **actionable insights** to the team to enhance project outcomes, **consistently exceeding set targets**.

EDUCATION

King's College London

Post-Graduate in Product Management.
Apr 2024 - in Progress

I honed my **product management** skills through projects with **FilmSlate** and **DocuSign**, creating roadmaps, user stories, and GTM strategies. Led a team to solve a **user problem** for DocuSign using **Agile** and **PM frameworks**—our solution is now under consideration. Both projects earned **distinctions**.

Pontificia Universidad Javeriana

BA (HONS) Media Studies
Jan 2000 - Jan 2005

I graduated with honours, earning a grade of 4 (equivalent to a **first-class degree** in the UK).