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Valensina GmbH
Human Resources Management
Ruckes 90
41238 Mönchengladbach

Application for the junior brand manager position

Dear ladies and gentlemen,

Valensina loves fruits and I love Valensina – and therefore we fit together perfectly, I strongly believe. I would like to seize the chance to make customers happy as a junior brand manager.

As a junior segment manager, I am engaged in the provision of customer data analyses to generate insights and to answer business-relevant questions in order to derive customer segment specific measures in our puppy & kitten segment. I also support the distribution of a consistent customer view and the data-driven work with relevant insights, facts and figures for their operationalization for the entire company.

During the whole course of my international trainee program I made use of the opportunity to take responsibility. I played a major role in making the PAYBACK launch in Italy the most successful in the history of Fressnapf. My tasks as sub-project manager marketing & sales comprised the management of the family & friends-phase, the training of the store employees in Italy and the creation of all ATL communication activities. Moreover, I was able to establish a trend scouting process in the digital innovation unit and identified potential digital services across the pet lifecycle while using design thinking methods.

I still benefit from interning in the brand activation management at Danone where I took part in developing, implementing and controlling brand activation activities and consumer promotions for Actimel, Activia and FruchtZwerge. This included conducting market and competitor analyses based on Nielsen and GfK market insights data. Therefore, I am familiar with developing strategies according to business needs and it gives me pleasure to do so.

I studied marketing management at the University of Nuremberg, Germany, with major in management which is the basic for my favored career in the FMCG branch. Every day I live by my enthusiasm and love for FMCG. My motivation to apply for the junior brand manager position at Valensina is to become familiar with the processes of the global Valensina business. I strongly feel that especially the work experiences I gained during the time of my studies and Fressnapf represent a funded basis for a successful assignment at Valensina.

Thanks to my international experience working in global FMCG-companies, I became an open-minded person. I enjoy taking up challenges and I am able to quickly accommodate to a new environment. Working at Valensina would give me the ideal opportunity to do so. Here I could leverage my openness, communication strength and flexibility through pushing the marketing process. On top of that, I am excited to get the chance to work for a company with strong international presence, such as Valensina, because it will help me to further expand my horizons.

Gladly I would like to contribute my profound marketing expertise to Valensina's future success starting from October 2021. I would expect an annual salary of 56.000 Euro. Thank you for taking the time to consider my application and I look forward to hearing from you in the near future.

Yours sincerely

Sascha Klein