

lipepock@gmail.com

+39 3803674543

Gardone Val Trompia
Brescia 25063
Piazza Garibaldi n.1
Italia / Brasil



Felipe Santos Poch

Hello Fresh,

I am writing in response on your offer to Jr Growth Marketing Manager.

I would like to take the chance to say that I'm extremely pleased to find out that the role and goal of the company are matching perfectly from what I identify myself, and I am confident that I can make a significant contribution to your company.

What do I bring to the table

I'm a highly motivated and experienced, worked previously in diverse areas such, accounting, consultant and hospitality. A designer enthusiast and at the moment working and taking the chance to study as front-end development.

Studied and worked in different countries, Italy, Brazil, Spain above that, travel around the world covering more than 30 countries working more than five years as a Guest Service's Agent.

“Ready to put new ideas on the table and overcome challenges.”

I am quite responsible. As a fast learner, I am happy to grasp the opportunity, if accepted in the role to be part of this beautiful project.

I live between Italy and Spain, but at the moment I'm based in Fortaleza, **Brazil**. Although I am from Brazil, I spend quite some time between Italy and Spain. Growing up with this background from childhood, experiencing different food in different countries I have take time to consider and understand the importance in alimentation.

From about two year ago an idea came in to my mind, I have relatives working in the nutritionist industry, as we know one of their objective is to approach the clients clearing their issues, giving a healthy option instead their unbalanced diet. It is indeed a hard task to follow a diet, however if is well presented, can captivate anyone.

They could experience quality, quick and practice food option, as some of us are in a chaotic style of life.

Adding nutritional advice with different option, quality options, for each case we were able to work directly with hospital or Clinical nutrition offices to accomplish this task, a pre-build menu packed sent to their home was the solution. This whole ideas is really a personal and joining the company would be the same.

"Giving the right attention to the product"

Pack, prepare and distribute food directly to the client giving the right attention to the product, quality but affordable and nutritious. This is my main goal, at that moment, I was taking the opportunity to get some experience from the field. Started to help nutritionist with their company and try to get insight if the ideas was viable and of course, promote the idea. Surprised that Hello Fresh is from 2011. This year, I realized that big chains of supermarket are joining the idea here in Brazil.

Please, take note that this letter is not only a simple application but, come as a suggestion to extend the idea to Brazil, Is a hot country and with that comes new challenges, however, here we have beautiful diversity worth to look closer.

I look forward to learn more about the position and how I can contribute to the success. The opportunity to work with such a reputable company is exciting and I would appreciate speaking with you in person to discuss the position. I believe my background provides the skills you require and I would welcome the opportunity for an in-depth interview. Please take the consideration to contact me via mail or phone to arrange a convenient date and time for us to meet.

Sincerely ,
Felipe Santos Poch