
CURRICULUM VITAE

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Profile

CIM qualified Marketing Manager, with over fifteen years' experience within FMCG sector and experienced Graphic Designer & Photographer.

Experience

Brand Manager (Beer Brands) - The General Soft Drinks Co. Ltd..
February 2020 till August 2021

Brand Managing the Company's Beer portfolio which includes:

- Stella Artois
- Leffe
- Hoegaarden
- Bavaria
- 8.6
- Heineken (Draught)

The role entails daily administrative tasks including Reporting, Sales & Marketing initiatives KPI updates and Brand Plan creation and execution.

A high level of involvement into localised campaigns in the creation of digital media assets, including photo & video shoots and copywriting.

Communications & Digital Marketing Manager - Foster Clark Products Ltd.
May 2019 — February 2020

Managing and coordinating the daily running of the Design Department Team within the Company and managing the company's social media presence.

Key Roles:

- Coordinate Packaging Design timelines (according to Project Briefs).
- New Product Development – including [packaging & concept artworks.
- POS Material creation coordination.
- Merchandise applications.
- Digital Marketing & Social Management (Including Calendar & post creation - both internally and externally).
- Liaise with Agencies both locally and abroad.

The above targeted all the regions the company operates in, including Middle East, Africa, Asia, US and EU.

Directly involved in the process of New Product development and new product concepts, from R&D to creation of briefs, product mockups, till the actual physical product realisation.

Marketing Manager - Charles Grech Co. Ltd. *June 2015 — May 2019*

Marketing Manager with focus on the company's Beer & Spirits portfolio, including brands such as Heineken, Jack Daniel's, Famous Grouse, The Macallan etc. Also responsible for overall Marketing & Brand management for the Charles Grech Brand.

Key Roles

- Creating Marketing Plans for each Brand according to brand plan & platforms.
- Manage A&P budgets per brand according to the yearly Business Plan.
- Design promotions for individual brands and/or Corporate Brand in line with BP, both on traditional media and digital platforms.
- Weekly & Monthly performance KPI reporting per brand.
- Liaise with International partners & representatives and take care of Market Visits.
- Manage & structure company's social media platforms.
- Brand speaker and presenter in tastings and/or educational events to the public and the trade.
- Manage PR and communication with the press and organise events as required.

Business Development Manager - The General Soft Drinks Co. Ltd. — *June 2013 - June 2015*

Business Development Manager for Imported Beer Brands, Coffee, Water & Energy drink portfolio, to focus on the Company's expansion within the Imported products portfolio.

Creative Manager - On Site Malta — *April 2012 - June 2013*

Heading the Creative Team developing new & engaging events and team building activities for Conference and Incentive Groups. This role also included project management and planning for some of the company's biggest group events including Aida Cruise liners & Oriflame.

Media & Communications Manager - The General Soft Drinks Co. Ltd. —
October 2003 - April 2012

Initiated my role with the company as Marketing & Design Executive, handling all artwork and graphical marketing requirements with a full active role in campaign creation for Coca-Cola brands and heavily involved in the company's changeover to digital marketing online.

Eventually promoted to Media & Communications Manager, heading internal "agency" handling all marketing aspects of the company's brands, both locally produced and imported.

Education

The Chartered Institute of Marketing : Diploma in Professional Marketing (Digital Strategy) MQF Level 6 - 2018

Main Study Areas include:

- Strategic Marketing.
- Measuring Metrics.
- Digital Marketing.

Other Courses

- **Advanced Microsoft Excel** : (*Details in [Linkedin Licenses & Certifications](#)*)
 - **MIPP Award in Still Photography (MQF Level 3)**
Malta Institute of Professional Photography - 2020 Intake
 - **Designing for Intent.**
Design Process from Lead to Launch (Faculty of Media Knowledge - University of Malta - October 2019)
 - **Google: Fundamentals of Digital marketing.**
(Credential ID: LSD 8R8 CUR) Credential URL: [Please Click Here](#)
 - **Heineken Local Draught Master:** *Successfully graduated as Heineken Local Draught Master in May 2016 in Heineken Amsterdam.*
 - **Leadership Course:** *Supervisory & Management course - led by Think Talent*
 - **Sales Strategy Course:** *Led by Mr.Martin Agius (Sales Director GSD)*
 - **Product Design Course:** *with Malta Enterprise training center*
 - **Website SEO & SEA Marketing:** *Mr.Adrian Friggieri @ www.ebn.com.mt*
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Skills

- Highly proficient Photographer in various genres of Photography – online portfolio available at www.wilcam.net
- Highly proficient in **Photoshop, Camera Raw & Illustrator** both for Photo Editing and Digital manipulation.
- User of Adobe After Effects & Premier Pro for video editing and manipulation.
- Experienced in both studio & on location photography and filming, with experience & training in lighting
- Proficient user of Microsoft Office including Excel, Word & PowerPoint
- User of both MAC & Windows platforms.

Languages

- Fluent : Maltese (Native), English & Italian
- Basic knowledge of German

Hobbies

- Art
 - Music
 - Trekking & Mountaineering
 - Kayaking.
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