






berenice.sbk@gmail.com 

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Mexico 

September 4th, 1989 

www.bebalke.com 

EDUCATION

2013 - 2014

Master of Innovation and
Product/ Service Design

Monterrey Institute of Technology and
Higher Education.
Campus Monterrey, NL, Mexico.

2008 - 2012

Bachelor of Industrial Design
Monterrey Institute of Technology and
Higher Education.

Campus Monterrey, NL, Mexico

Jan - Jul 2012

Semester Study Abroad
Fundação Armando Álvares Penteado
São Paulo, Brazil.

SKILLS

Project Management

Results oriented

Problem Solving

Teamwork

Negotiation

Attention to detail

Creative

Perseverant

Resilient

Work Ethic

BERENICE BALTAR KEER

Empathic and detailed-driven marketer with a design background always trying to deliver the best user experience. Successful 8 years in brand, product and campaign development by understanding consumer trends, culture, new strategies and insights. Accomplished in building relationships, partnerships and cross-functional teamwork.

EXPERIENCE

2019 SIGMA ALIMENTOS FUD Brand Manager

In charge of Mexico's cold meat brand leader and its sub-brands by leading the annual plan for core, healthy and kid line, budget and advertising campaigns by developing & coordinating in-house teams and agencies (brief and approval of content production). Proficient in product development from consumer understanding, packaging and portfolio improvement and oversee POS launch. Responsible for the media planning (On & Off), partnerships, KPI follow-up, social media, and the re-branding and launch of the brand's YouTube channel.

Results:

- 30% growth of YouTube subscribers in 3 months, VTR +60%.
- 5% heavy users' growth of FUD's cold meats
- 7% increase of FUD brand attraction and +5% for FUD CuidaT+.

2016 SIGMA ALIMENTOS Yoplait Brand Manager

Responsible for brand strategy and planning of Yoplait's yogurt brands Griego, Disfruta, Placer, Doble Cero and Max Protein. Development and launch of new flavors, re-branding, packaging improvement, advertising campaigns, target definition and media allocation. Management of the main business KPI (volume, sales, SOM), budget, digital and creative agencies, partnerships with Adidas, Sport City, Mondelez and Yoplait's social media (Fb & Ig).

Results:

- 14% volume growth at Greek yogurt category.
- Over 20 skus successfully developed from consumer insights.
- 12% growth at TOM and first brand 4D experience campaign.

2015 PEPSICO MEXICO FOODS Sr. Brand Coordinator Emperador

Develop and coordinate brand strategy for Emperador, the leader brand in the category. Responsible for branding, product innovation, mass media building, advertising, and brand voice. In charge of KPI compliance, budget control, creative agency briefing, brand promotions and partnerships (20th Century Fox and DC).


2014 PEPSICO MEXICO FOODS Consumer Promotions Coordinator

Develop and execute consumer promotion concepts for PepsiCo's brands and Business Units. Worked with consumer insights department for trends, lead partnerships with Disney, Skullcandy, Spotify and agencies to create promotional concepts. Responsible for ROI, strategy, budget control, briefing and project administration.

LANGUAGES

English 

Spanish 

Portuguese 

SOFTWARES

MS Office 

A. Illustrator 

A. Photoshop 

WEBSITE



SCAN ME