ELMIRA ASADI

BRAND STRATEGY &
CONSUMER INSIGHTS SPECIALIST

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PROFILE

Brand strategist with an MSc in Marketing & Brand Management (Oxford Brookes) and hands-on experience managing a **£20M annual media account** at Havas Media Group London. Passionate about consumer psychology, brand storytelling, and the translation of audience insights into brand narratives that drive real engagement. **Proven ability to coordinate cross-channel strategy**, **manage client relationships**, and **deliver data-driven reporting** at a senior level. Now based in the Cote d'Azur and actively seeking a mid-level brand management or brand strategy role. Valid titre de sejour (French work authorisation).

EDUCATION

2020 - 2021

MSC MARKETING & BRAND MANAGEMENT

Oxford Brookes University,
Oxford, UK

WORK EXPERIENCE

May 2025 – Feb 2026
Brand Strategy & Digital Marketing Consultant
Synergy Consulting | Remote |

- Built the company's entire brand presence from zero — including brand positioning, messaging strategy, and visual identity across all channels
- Developed and executed content strategy across LinkedIn, Instagram, and YouTube (2–3 posts per week per platform), growing engagement from no audience to a consistent pipeline of prospective clients
- Converted brand-building efforts into measurable business outcomes, generating an average of 2 qualified client meetings per week through LinkedIn outreach and content
- Designed and built a 6-page website from scratch (WordPress & Canva) with no prior development experience, incorporating SEO-focused copy and blog content updated twice weekly
- Delivered end-to-end marketing execution — from brand strategy and content creation to lead generation and client outreach

2022 – 2024
Media Executive : Brand & Campaign Planning
Havas Media Group | London

- Managed strategy and planning across a £20M annual media account for KIA UK, coordinating activity across 6 channel teams: Social, PPC, SEO/Website, Affiliates, TV, and Radio
- Served as the central planning hub across all channels, monitoring KPI performance and ensuring alignment with overall brand strategy and quarterly campaign objectives
- Managed monthly budget tracking and spend optimisation — reporting on actual vs. planned spend and communicating reallocation decisions to channel teams to protect quarterly targets
- Produced bi-weekly social media performance reports for the client and comprehensive end-of-campaign reports across all channels, translating data into clear strategic recommendations
- Led campaigns from brief through to execution and post-campaign client presentation, maintaining brand consistency and strategic focus throughout
- Recognised as Top 3 Employee (Q4 2023) across the entirety of Havas Media London, a company of several hundred staff.

2021
Marketing Consultant (Student Project)
Stephen Spencer + Associates | Oxford

- Conducted market research and in-depth customer journey analysis for the Blenheim Palace project
- Identified gaps in customer experience and developed strategic recommendations to strengthen brand touchpoints and audience engagement

SKILLS

- **Brand Strategy:**
Brand positioning, storytelling, rebranding, tone of voice, visual identity alignment
- **Consumer Insights:**
Market research, customer journey analysis, audience segmentation, behavioural analysis
- **Content & Narrative:**
Content strategy, copywriting, LinkedIn / Instagram / YouTube, blog & SEO content
- **Campaign Management:**
Multi-channel planning (TV, Social, PPC, SEO, Programmatic, Affiliates), brief to post-campaign
- **Reporting & Budget:**
Bi-weekly & end-of-campaign reporting, monthly budget tracking & spend optimisation
- **Tools & Platforms:**
Google Analytics, Nielsen, TGI, Excel, PowerPoint, WordPress, Canva
- **Certifications:**
Google Analytical, Negotiation Club Branding Foundation, Fundamental of Greenwashing, IPA Foundation Certificate, Effectiveness Essentials Certificate, Ad-Net Zero

LANGUAGES

- English (Fluent)
- French (Basic)
- Persian (Native)