

Reema Mehta

BRAND STRATEGIST

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WORK EXPERIENCE:

Elephant Design | Pune, India

*Brand Strategy & Business Development,
Manager | Aug 2019 – May 2021
Assistant Manager | Aug 2017 – Jul 2019*

Built and institutionalised the Brand Strategy practice, with over 5 successful projects each year.

Developed new local & overseas businesses for all four design service verticals. Achieved 10% YoY revenue increase which is at least twice the industry standards.

Nurtured client relationships to become a brand partner to over 30 clients including Nestlé, Uber, Colgate, Asian Paints, Reliance, Himalaya, and Tata Consumer among others.

Led a cross-functional team to create impactful Elephant digital presence through website & social media. Managed the PR team leading to increased brand awareness and a 20% rise in business inquiries.

L'Oréal | Dubai, U.A.E.

*Trade Marketing Intern,
Consumer Products Department | Feb 2016 – Aug 2016*

Tracked on ground promotional activities of major retailers in UAE and analysed the sales data to improve the promotion strategy. Created two new business tools for commercial front liners to use in the market.

Robert Bosch | Singapore

*Sales Controlling & Pricing Intern,
Automotive Aftermarket Department | Jul 2015 – Dec 2015*

Supported in Inter Company Price management by processing Transfer Price requests & maintaining prices through monthly management reports. Created a new TP process flow for Stock Transfers, which helped reduce the total processing time by 60%.

CONSULTING PROJECTS:

Adobe | New York, USA

Brand Consultant | Jan 2022 – Apr 2022

Crafted a brand-level marketing campaign targeted towards small businesses to increase awareness, relevance and engagement in order to build long lasting relationships.

Saint-Gobain | Paris, France

Brand Consultant | Nov 2016 – May 2017

Developed insights and proposed opportunity areas for Saint Gobain Glass, Germany to improve sales of high value added window products.

EDUCATION:

School of Visual Arts | New York, USA

Masters in Branding

2021 – 2022

EDHEC Business School | Lille, France

Master in Management + MSc in

Strategy & Consulting

2014 – 2017

University of Pune | Pune, India

Post Graduate Diploma in

International Business

2013 – 2014

ACHIEVEMENTS:

100 day project called 'Love Languages' exploring the expression of romantic love in one culture each day was featured in PRINT magazine.

Received the Brand Masters Award for academic excellence at SVA.

Featured in the IMPACT Top 30 under 30 list for the Indian creative industry 2021.

SKILLS:

Brand Analysis
Brand Architecture
Brand Strategy
Business Development
Consumer Research
Cultural Decoding
Data Analysis
Market Research
Marketing Strategy
Naming
Project Management
Trend Forecasting

LANGUAGES:

English, French, Hindi, Gujarati, Marathi

INTERESTS:

Yoga, DIY Crafting, Culture Exploration