

# Reema Mehta

BRAND STRATEGIST

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## WORK EXPERIENCE:

### The Working Assembly | New York, USA

*Associate Brand Strategist | May 2023 – Present*

Supporting Brand Strategy development including Brand Purpose and Positioning through brand audit, competitive analysis, consumer research, stakeholder interviews and cultural trend analysis for clients including Match Group, Slumber Cloud, Pásame, Fertility IQ, and HHP.

### School of Visual Arts | New York, USA

*Teaching Assistant, Masters in Branding | Nov 2022 – May 2023*

Assisted in developing and teaching the course Practices in Design and Market Research. Mentored students and moderated class discussions.

### Elephant Design | Pune, India

*Brand Strategy & Business Devt. Manager | Aug 2017 – May 2021*

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

Developed new local & overseas businesses, achieving 10% YoY revenue increase, over twice the industry standard.

Nurtured over 30 client relationships including Nestlé, Uber, Colgate, Kellogg's, Reliance, Himalaya, and Tata Consumer among others.

Led a cross-functional team to develop Elephant's digital presence, including social media, resulting in a 20% rise in business inquiries.

### L'Oréal | Dubai, UAE

*Trade Marketing Intern | Feb 2016 – Aug 2016*

Tracked on ground promotional activities of major retailers in the UAE and analysed the sales data to improve L'Oréal's promotion strategy.

### Robert Bosch | Singapore

*Sales Controlling & Pricing Intern | Jul 2015 – Dec 2015*

Supported inter-company price management by processing transfer price requests & creating monthly reports.

## CONSULTING PROJECTS:

### Adobe | New York, USA

*Brand Consultant | Jan 2022 – Apr 2022*

Crafted a brand-level marketing campaign targeted toward small businesses to increase awareness, relevance and engagement.

### 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