

# Reema Mehta

BRAND STRATEGIST

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## WORK EXPERIENCE:

### Adobe | New York, USA

*Brand Consultant | Jan 2022 - Apr 2022*

Developed a brand-level marketing campaign targeted towards small businesses to increase awareness, relevance and engagement in order to build long lasting relationships. Crafted a strategy with a data-driven approach leading to a brand concept, potential executions and success measurements.

### Elephant Design | Pune, India

*Manager, Brand Strategy & Business Development | Aug 2019 - May 2021*

*Assistant Manager,*

*Brand Strategy & Business Development | 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 more of a brand partner than just a service provider to over 30 clients such as Nestlé, Uber, Colgate, Asian Paints, Reliance, Himalaya, Tata Consumer etc.

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

### 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.

Conducted a market study across Germany and Switzerland through online surveys, personal interviews and secondary research to identify challenges faced by stakeholders during their sales process.

### 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%.

## 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 & Digital Transformation*

*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 Positioning  
Brand Strategy  
Competition Audit  
Consumer Insights  
Cultural Analysis  
Market Research  
Messaging Strategy  
Naming  
Stakeholder Interviews  
Tone of Voice  
Trend Forecasting

## LANGUAGES:

English  
Hindi  
Gujarati  
Marathi  
French