



# Saya Kalantar- pour

Global Digital Assistant Brand  
Manager

📍 London, UK

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## Links

[LinkedIn](#)

## Languages

French (Work Proficiency)

English (Native)

Persian (Native)

## About

I am a skilled marketing professional currently serving as a digital Assistant Brand Manager at Pepsi-Lipton International in London, UK. I excel in driving consumer-centric strategies, evidenced by my successful pioneering project of the 'Gen Z council' initiative, which has led to a TikTok following of 400k and the establishment of local social media teams in key markets like France.

In my previous role as Assistant Brand Manager, I presented consumer-centric insights to stakeholders, resulting in improved market understanding and the successful launch of collaborative campaigns like 'Action ou Véri-thé!' on Snapchat in France.

Fluent in English, French, and Persian/Farsi, I hold a degree in International Business with French & Marketing from the University of Strathclyde making me highly cross-culturally competent. Passionate about continuous learning, I am eager to relocate to France.

### BRANDS WORKED WITH

PepsiCo

PEPSI LIPTON INTERNATIONAL

## Experience

### ● Digital Assistant Brand Manager

PEPSI LIPTON INTERNATIONAL | Sep 2023 - Now

- Driving consumer centricity of the Lipton Ice Tea Marketing programme with focus on socials via reviving the 'Gen Z council' initiative (The Gen Z soundboard of both PepsiCo & Unilever parent companies). This allows the Social Media team to efficiently A/B test before assets go live within 3 hours on demand.
- Project managed the setup of local social media pages and established five teams from scratch in key markets, including France, for Lipton Ice Tea. This involved training teams on the Lipton brand, coordinating daily activities, and managing internal processes to ensure the creation of locally relevant content, contributing to a strong social presence whilst preserving brand image.
- Played an instrumental role in driving Lipton Ice Tea's TikTok following to 400k through proactive community management strategies and creating content based on consumer insights and trends to consistently resonate with Gen Z target audiences.
- Led the Lipton AI pilot workstream by researching the AI market and analysing which tools are available to help the team become more efficient and reduce costs.

### ● Assistant Brand Manager

PEPSI LIPTON INTERNATIONAL | Sep 2022 - Sep 2023

- Driving consumer centricity presentations to key stakeholders educating on the latest information on consumer insights touching on trends and behaviors. This resulted in improved marketers' understanding of this target audience and received high acclaim from seniors and sparked the AI Pilot Workstream & launching on TikTok shop.
- Lead the 'Action ou Véri-thé!' Lipton communication campaign in collaboration with Snapchat in France, the biggest ice tea market in Europe. This was achieved by leading a cross-functional team to the delivery of this communication project, ensuring all assets are on brand and completed on time. This required managing key stakeholders including the Europe communications team, the local French team, agencies and important business stakeholders. This campaign resulted in 10M users interacting with our branded Snapchat filters, 12.4k users entering our competitions (higher than the Snapchat 10k standard) and live brand lift of paid assets showed as awareness of +21% on Snapchat.
- Developed and presented monthly up to date competitor and market research to senior stakeholders which fed into the communication strategy.



- **Associate**

PepsiCo | Sep 2021 - Sep 2022

eCommerce Associate, PepsiCo, Reading, United Kingdom, Local Role

- Launched the UK's first anti-food waste bundle on eBay saving 10% of short-dated products from being destroyed feeding into the overall sustainability goals of the business and winning an internal award for this.
- Owned elements of the Test & Learn plan to drive valuable insights and learnings to share with the wider business. These insights were used to define and manage the process of the D2C strategy.

## **Education & Training**

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2016 - 2021

- **University of Strathclyde**

International Business with French & Marketing, Distinction,