



Saif Asif

Ambitious luxury marketing grad seeking opportunities to elevate premium brands with creativity and strategic insights.

Paris, France

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Languages

French

English

About

Experienced marketing , management graduate' skilled in crafting and executing effective Product , Marketing strategies. Iam a skilled communicator with a strong drive for Luxury marketing and management prospects. A Collaborative team player fostering innovation with versatility.

BRANDS WORKED WITH

Givaudan

Ogilvy

ZN Consulting

Experience



● Marketing Communications & Project Intern

ZN Consulting | Oct 2022 - Feb 2023

Assisted in developing and coordinating B2B and B2C initiatives for European market.

Assisted in the development and implementation of brand positioning strategies for clients' contributing to a 15% increase in their brand visibility.

Assisting , Monitored project and account managers in managing clients and digital projects. (Community Management)

Assisting in the management of suppliers' developing and adhering to comprehensive project plans.



● Product Marketing Intern

Givaudan | Apr 2022 - Oct 2022

Assisted in conducting market research that contributed to understanding customer needs and industry trends & supporting data-driven product strategies.

Managed the creation and maintenance of comprehensive product documentation , ensuring clarity across teams and resulting in a 17% improvement in cross-functional collaboration.

Coordinated project timelines and tasks leading to a 20% increase in team efficiency and on-time delivery of three major product releases.



● Digital Marketing Executive

Ogilvy | Jan 2020 - Jul 2020

Assisted and helped the head of marketing and customer experience in developing and putting the marketing strategy into action.

Successful project management of assigned marketing initiatives, including all planning implementation data monitoring competitor analysis' and reporting on ROI &hases.

Education & Training

2021 - 2023

● Rennes School of Business

Master of Science, International Luxury & Brand Management

2017 - 2020

● Madras Christian College

Bachelor's in Commerce, Marketing & Advertisement