

Elisa Amelia

Brand & Creative Strategist with 10+ years experience in the design and advertising world. Independent since 2019, exploring strategic & creative fields in branding, campaign narratives & content creation. I work within the intersection of brand and creative strategy, user-centric and community-driven design, business and culture, tech, science & the arts. Synthesizing, translating, differentiating, narrating. This can come as a research paper, a brand identity, a creative brief, a platform proposition, a design concept, a film treatment. Or consulting on everything all at once.

Bausch

Languages

French	Fluent
English	Fluent
German	Native

Education

2014 - 2015 / PAR

M.A. Brand Strategy
Sup de Pub Group INSEEC

2009 - 2013 / VIE

B.A. Communication Science
University of Vienna



[elisa.amelia.bausch\(at\)gmail.com](mailto:elisa.amelia.bausch(at)gmail.com)

0049 176 61148478

elisaameliabausch.com

[LinkedIn](#)

Experience

NOV 2019 - CURRENT / HYBRID GLOBAL

Independent Brand & Creative Strategist
Livity, Zalando, Mother, Sid Lee, Stojan, Imagine,
Word on the Curb, Soursop, a.o

SEP - OCT 2023 / REMOTE BER

Strategy Lead - 2x4
Branding + Experience Design
Client: Confidential

SEP 2022 - SEP 2023 / HYBRID BER

Creative Strategy Lead - Studio Yukiko
Naming, Identity + Award Strategy
Client: Academy for Popular Music

SEP 2022 - JAN 2023 / IN-HOUSE BER

Creative Strategist - Antoni
Strategy + Concept
Client: Aldi

NOV 2020 - SEP 2021 / IN-HOUSE BER

Creative Strategy Lead - Impolite Culture
Strategy, Concept + Writing
Client: The Karman Project

SEP 2016 - SEP 2019 / IN-HOUSE BER

Senior Creative Strategist - Virtue/Vice

FEB - JUL 2015 / IN-HOUSE PAR

Strategic Planner - Proximity BBDO

Clients

The Karman Project, Akademie für Populäre Musik, Coinshares, Netflix, Klarna, Nike, Aldi, Google, Leica, Amazon Music, BMW, BMW Motorrad, Bosch, Telekom, Opel, Mercedes, Hyundai, Audi, Adidas, Nike, Kering, Dalana, Bose, Samsung, Swarovski, Uber, i.e.

Skills

Research, Brand Strategy, Visual & Verbal Identity, Naming, Experiential Strategy, Sonic Branding, Creative & Content Strategy, Platform Design, Concept Development, Creative Brief & Direction, Writing