

Jessica Issa

Creative Branding & Strategy

+220% conversion | +£1.1m exit price at MFB

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Skills

Creative branding strategist with 6 years of experience transforming brand identities and driving growth. Passionate about leveraging visual storytelling and innovative strategies to craft brand experiences.

Collaboration	Data Analysis	Microsoft Suite
Problem Solving	Google Analytics	Communication
Adobe Creative Suite	Rapid Prototyping	Critical Thinking

Experience

Creative Direction & Branding 2018 - 2024

GT Burger, Dubai United Arab Emirates

- Managed 6 delivery platform pages, profiles, analytics, activations and paid adverts, gaining 23% annual increase
- Directed campaigns, attaining over 850k visibility on Instagram annually, leading to 15% increase in brand engagement
- Managed social media decks and creative pitches, ensuring consistent and engaging content, resulting in increased client retention
- Designed the website, implementing SEO optimization, achieved 220% increase in click conversions over the last 24 months

Turnaround Consultant 2022 - 2023

Moora F&B, Dubai United Arab Emirates

- Negotiated a sale price of £1.1 million
- Reduced food costs by 30% and streamlined operations, contributing to a 25% improvement in profit margins during the transition period
- Coordinated with a third-party team to finalize the sale, ensuring smooth handover and retaining 60 staff without operational disruptions

Brand Transformation - *Partnership with IED* 2021 - 2022

Mango, Barcelona Spain

- Developed a strategy leveraging innovation and culture as a commodity, enhancing brand differentiation and market positioning
- Designed campaigns to reframe consumer purchase motivations, driving an increase in purchases based on authentic needs
- Led focus groups to finalize the fit-out of workshops into physical stores
- Designed a flip business model, enabling entry into new markets with a redefined brand identity, resulting in new customer acquisition and increased loyalty

Front-end Design & Growth Strategy 2021 - 2021

Aerovista, Sofia Bulgaria

- Analyzed website performance and identified user issues, providing solutions that resulted in 12% increase in organic search traffic
- Created high-fidelity prototypes and launched on Webflow, enhancing user experience and reducing bounce rate by 15%
- Developed annual marketing budget and new brand guide detailing corporate visual identity and guidelines for all communications

Brand Repositioning - *Partnership with IED* 2020 - 2021

SEAT, Barcelona Spain

- Developed strategy focused on leveraging community-driven experiences
- Designed high-fidelity prototypes for a new app and landing page, based on user experiences
- Formulated a business model that established strategic partnerships with micro-influencers, enhancing organic reach

Education

Bachelor of Arts (HONS) Business Design

Instituto Europeo di Design, Barcelona (IED) First Class Honours