






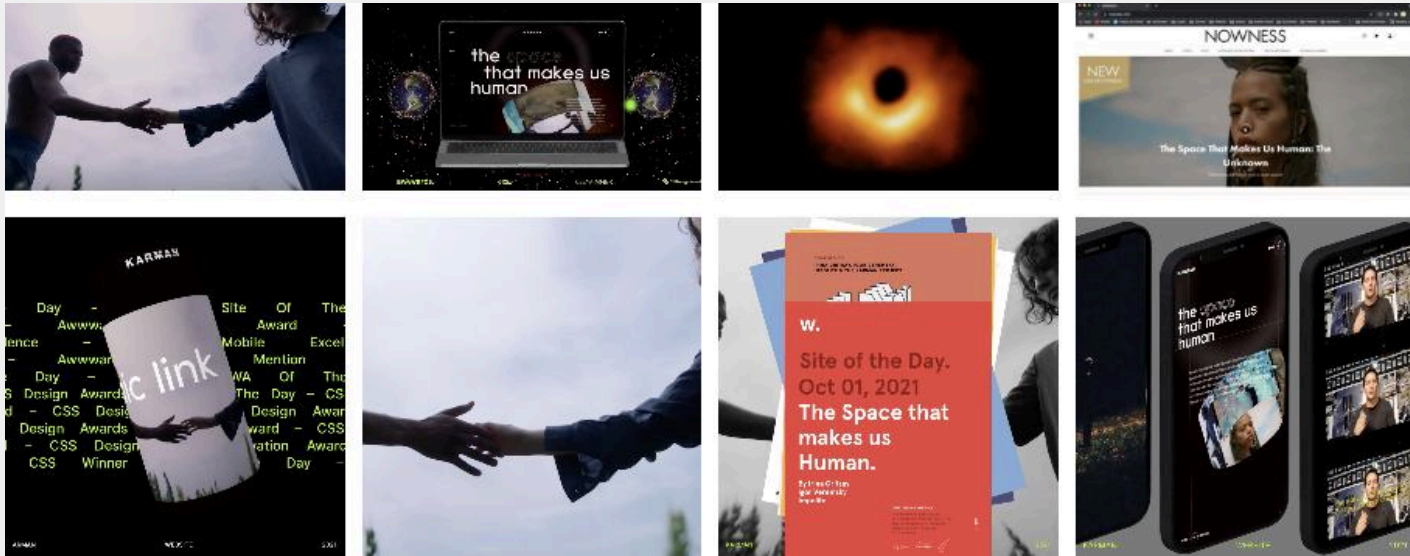





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<div><div><div><div>Elisa Amelia Bausch</div><div>Brand + Creative Strategy for Brand Building + Expression</div></div><div><p>Navigating business challenges with a broad spectrum of brand-focused creative solutions.</p><p>With over a decade in advertising and design, my journey spans from the 99-Francs-inspired advertising scene in Paris to the rise and reckoning of Vice Media, and now six years (and counting) of freelancing with focus on research and design practices across the globe.</p></div></div></div>				
Expertise	Brand Consultancy	Identity Design*	Marketing Communications*	
Practices	Mixed Method Research, Landscape Analysis, Audience Segmentation, North Star Positioning, Product + Service Innovation, Ecosystem Architecture	Naming & Nomenclature Verbal Identity Creative Concept (Visual & Sonic)	URL + IRL Customer Experience, Messaging Hierarchy, Content Strategy, Activation Formats, Writing, Talent + Brand Partnerships	
		*naturally includes Creative Oversight		
Collaborators	2x4 NY, Barkas Copenhagen, Tinloof, Studio Yukiko, Stojan Geneva, VICE/Virtue, Mother, Zalando, Highsnobiety, Antoni Berlin, Sid Lee, Livity, Soursop, Word on the Curb, Imagine Berlin, Impolite Berlin, BBDO Paris, + more			
Sectors	Arts & Culture*; (Web3) Tech*; Space Ventures*; Media & Entertainment*; Lifestyle, Sports & Fashion*; Luxury; Wellness & Skincare; Automotive: Banking & Transportation; FMCG; Consumer Electronics; Telecommunications			*go-to + manifesting
Clients	The Karman Project, UNFCU, Akademie für Populäre Musik, Parri Blank, Valmont, Coinshares, Netflix, Zalando, Klarna, Nike, Aldi, Google, Leica, Amazon Music, BMW, BMW Motorrad, Bosch, Telekom, Opel, Audi, Adidas, Kering, Swarovski, Uber, + more			
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	<div><div>Elisa Amelia Bausch</div><div>Experience + Background</div></div>				
	Currently	2019 - Now: Freelance Berlin + Remote		Translating brand strategy into a creative narrative across all design and communication efforts with a diverse set of collaborators and clients.	
	Previously	2016-2019: Senior Creative Strategist Vice/Virtue Berlin		Leading the strategy efforts, driving retention with clients like Leica while pitching for new business across all sectors and digital outlets.	
	Early Career	2015: Strategic Planner BBDO Paris 2013: Brand Consultant Groupe Savencia Paris 2011: Writer Sportswear International Frankfurt		Diving into the many perspectives of creative strategy and communications—from ad agencies to corporate and B2B, exploring diverse industries and approaches to creative collaboration.	
	Languages	English: Fluent	French: Fluent		German: Native
	Education	2014-2015: M.A. Brand Strategy Sup de Pub INSEEC Paris		2009-2013: B.A. Communication Sciences University of Vienna	
	Approach	Ambiguities and paradoxes have always been my comfort zone—the space between reality and imagination, rational and intuition, clarity and chaos, security and risk, business and spectacle. That tension, I believe, is the essence of creative strategy. My diverse set of interests fuels a non-traditional approach, borrowing from sci-fi ideas, historic concepts or other fields of interests to apply them creatively across disciplines and sectors.			
	Outside Explorations	With interests and practices constantly evolving, I am currently exploring: Sonic sanctuaries, noetics of music, biomimicry as weak signals, edgelands within technocratic landscapes, placemaking and worlding for destination branding, motorcycle off-grid travels + maintenance			
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<div><div><div>Elisa Amelia Bausch</div><div>Selected Works*</div></div></div>			
<div>Polyton</div>	<div>with Studio Yukiko for The Academy for Popular Music, Germany</div>	<div><i>Brief:</i> Create the name, identity and experiential strategy for a new music award. <i>Solution:</i> A brand shaped by an inclusive voting and category system, with a design concept inspired by the effects of resonance to express collective harmony and cymatics to visualize individual uniqueness.</div>	<div><div><div>Research</div><div>Brand Strategy</div><div>Creative Concept</div><div>Experience Strategy</div></div><div><div>Naming</div><div>Writing</div></div></div> <div></div>
<div>The Space That Makes Us Human</div>	<div>with Impolite GmbH for The Karman Project</div>	<div><i>Brief:</i> Reframe the narrative of space sciences and tech to engage a future audience as space becomes the next cultural and geopolitical frontier. <i>Solution:</i> A digital experience combining films and interviews — wrapped in a bold identity and award-winning UX, launched across platforms with Nowness.</div>	<div><div><div>Research</div><div>Brand Strategy</div><div>Creative Concept</div><div>Design Oversight</div><div>Content Strategy</div></div><div><div>Writing</div></div></div> <div></div>
<div>Netflix</div>	<div>Confidential</div>		<div><div><div>Research</div><div>Brand Strategy</div><div>Experience Strategy</div></div></div>
<div>Valmont</div>	<div>Confidential</div>		<div><div><div>Brand Strategy</div><div>Experience Strategy</div><div>Creative Concept</div></div></div>
<div>Zalando</div>	<div>with zStudios for Carhartt, HUGO, New Balance, Nike Forward</div>	<div>Creative concepts built on a solid brand strategy, aligned with audience targeting and product lifecycle goals.</div>	<div><div><div>Brand Strategy</div><div>Creative Concept</div></div></div> <div></div>
<div>*more to explore on my site</div>			
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