

Senior Strategist

Company

Our client is a creative agency specialized in luxury and premium sectors. This creation expresses itself through design, visual identity, commercial architecture and merchandising. They have a strong international culture thanks to its HQ in Paris and its Casablanca, Dubai, Geneva, São Paulo-based offices. They have a strong presence in Asia with 4 offices: Shanghai, Beijing, Guangzhou, Hong Kong, Ho Chi Minh City and Bangkok. Writing a story and creating a great development is what the agency guarantees to its clients and what they propose you with joining them today.

Job Location: Based in Shanghai

Responsibility

- Understand market development and trends (i.e. business intelligence, competitive watch)
- Build the brand basis, to ensure a perfect brand identity consistency through the whole branding project.
- Build strategic platforms that provide creative guidance and form the basis for the creative ideas for new and existing opportunities
- Remain involved throughout execution to ensure our work is on-strategy, on-idea, and does the job we designed it to do
- Owns strategy throughout pitches or client work to deliver compelling strategic stories to sell
- Identify new sources of information that provide teams with trends, market analysis and relevant points of view that will enhance our ability to meet client needs
- Understand the client's business and brand throughout the project life cycle to ensure proposals match client needs
- Collaborate with creative and consultant teams to ensure effective connections through all agency disciplines relative to client work

Requirement

- Prior experience: o At least 3-4 years of experiences in strategic role in a creative agency or relevant environments.
- Background in cosmetics a plus or wine and spirit, food and beverage, etc.
- Passion for brands and for creating brand experiences
- Ability to collect, read, analyze, interpret and synthesis information from a variety of sources and develop strategic insights and points of view
- Strong verbal and written communication skills
- Team effectiveness & creative thinking

Language skills : Mandarin and English speaking. French is a plus.

Please send your resume to: sh-recruitment@ccifc.org