

Liubov Timofeeva - Brand Strategist, Freelance Strategist

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Location: Milan, Italy, 20141



NOW **Freelance brand strategist**

- Building brand identities and rebranding strategies.
- Researching trends and customer insights.
- Creating brand content.
- Designing brand-led experiences.

07.2019-06.2021 **Brand Strategist at Landor**

MILAN, ITALY

- Deriving relevant insights from qualitative & quantitative customer research, trend research and industry research.
- Defining brand positioning and storytelling, co-creating visual identities.
- Leading presentations, workshops, and co-creation sessions with clients.
- Writing and ghost-writing think pieces on brand strategy.
- Supporting local and international clients such as Geox, DeLonghi, Lavazza, A2A, Moncler, UniCredit, Enel, P&G, Pernod Ricard, and others.

01.2019-03.2019 **Trend Researcher at H-Farm**

MILAN, ITALY

- Mapping the most relevant business and cultural trends and insights.
- Developing custom trend reports for clients such as Heineken and Ferrari.

10.2017-11.2018 **Junior Strategist at AKQA**

VENICE, ITALY

- Assisting the team in research and deriving insights for campaigns.
- Co-developing strategic consulting and service design projects.
- Supporting clients including Ferrero, Ducati, Just Eat, and others.

03.2017-08.2017 **Strategic Designer at 9PM Consulting**

EKATERINBURG, RUSSIA

- Supporting clients in innovating their business model through customer research and workshops, concept design of brand identities.

08-2016-11.2016 **Strategic Design Intern at Before The Wave**

ANTWERP, BELGIUM

- Creating a trend report on mobility for 2030

06.2014-07.2014 **Design Intern at NPO "Automatics"**

EKATERINBURG, RUSSIA

- Concept design of a space shuttle launch station for "Vostochniy" spaceport.

EDUCATION

2015-2017

MILAN, ITALY

Specialising master, Polytechnic University of Milan

Strategic Design: Design of the Value Offering

2020-2014

EKATERINBURG, RUSSIA

Bachelor degree, Ural State Academy of Architecture and Arts

Product and Industrial design

INTERESTS

Writing, anthropology, mythology, literature and history, dancing, indie pop music, stand-up comedy, space and popular science, and sci-fi movies.

LANGUAGES

Fluent: English, Italian, Russian. Understanding written text: French, Spanish.