

# EVA MUHR

B.A., M.A.

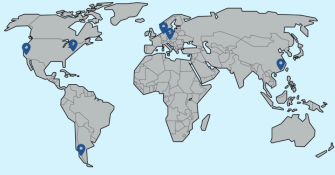
Brand Consultant & Strategist

Creative Strategy

Brand Strategy

Qualitative & Quantitative Research

Trend Analysis & Innovation Thinking



## CONTACT

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evamuhr.com

## HARDSKILLS

Microsoft Office, Keynote,  
SharePoint, iMovie, InDesign,  
Drawing & Painting

## SOFTSKILLS

Collaborative  
Creative  
Inquisitive  
Enthusiastic  
Clear communication skills  
Strong presentation skills  
Adaptable  
Openminded  
Easygoing  
Efficient  
Quick Learner  
Critical thinking

## INTERESTS

Cooking  
Sculpting & Painting  
Social Science & Psychology  
Gadgets & Future Technology  
Hiking

## LANGUAGES

German (Native)  
English (Native)  
Spanish (B2)  
Russian (A2)

## WORK EXPERIENCE

### Associate Consultant

C Space

01.2019 - Present, London, UK

A real diversity of challenges, clients and sectors is a hallmark of my work experience. Designing and conducting creative research activities (qual & quant) for online and face to face consumer work that meets the client's brief, including ideation sessions, surveys, focus groups, sprints and online & offline workshops, to the 'what' and 'why' behind what people say and do. Enriching everything with trends and other data sources acquired through desk research. Deriving clear recommendations and implications from my analysis and findings to my team and clients. Using storytelling skills to create professional, but inspiring, content in a multi-media world (including but definitely beyond ppt.) Project management skills are needed to keep projects on track and in budget.

Recent projects & results:

- Developing a brand stretch strategy for Ricola by using a combination of online qual, symbiotics, a small quant study and a client workshop to inform the new strategy, resulting in reshaping the leaderships approach to their branding and future product strategy, giving them clear guidelines for products and brand designs, enabling them to reach their target profit margin. The success has led to further briefs including developing a new brand experience in line with the strategy.
- Using online qual to test and inform product and UX design for Electrolux helping them cut down on product development costs by making products more customer centric before going into production. The client has commissioned further work for all their product lines.
- Working with Gen Z focus groups and using ethnos to test the value proposition of partnerships between Allianz and Formula E and the Olympics, leading the client to decide to create a new insurance proposition and global brand strategy. Our work informs which brands and events Allianz should partner with to reinforce their brand strategy and drive brand recognition and sales. Strategy and research workshops in Singapore, Bangkok, NYC and Munich were requested as a followup project.

### Brand Consultant & Insight Specialist

Salzburg Experience

10.2017 - 09.2018, Salzburg, Austria

Manage brand implementation and performance against brand guidelines and communication strategy. Drive customer engagement through the development, execution and management of a social media travel focused strategy and deployment of content across key travel platforms and partners, increasing seasonal bookings by 47%.

### Intern

Employer Branding & HR  
Shanghai Tang

03.2017 - 07.2017, Hong Kong

Developing an employer branding strategy to increase employee satisfaction, lifecycle and attract new employees, including creating an event app and an internal promotional video based on qualitative research findings.

### Consultant (Student) Branding and Product Development

Salzburg Experience

11.2016 - 03.2017, Salzburg, Austria

Project within the scope of the Master Program. Analyzing the brand, developing an innovative brand strategy including a new interactive webdesign concept and digital city tour app (Qualitative & Quantitative Research).

### Consultant (Student) Brand Positioning & Customer Journey

Europcar

10.2016 - 01.2017, Hamburg, Germany

Project within the scope of the Master Program.

Analyzing the brand positioning, customer journey of Europcar and developing a strategy to increase customer loyalty. (Qualitative & Quantitative Research)

### Intern

Marketing  
Montblanc

08.2016 - 10.2016, Hamburg, Germany

Improving Montblanc's e-Retail brand image, organizing VIP events and assisting in the development of a new limited edition product. Furthermore, representing the brand at the Watch exhibition „Munichtime 2016 and 2017“.

## EDUCATION

10.2015 - 09.2017

### Master of International Brand Management

Brand University  
Hamburg, Germany

09.2011 - 06.2015

### Bachelor of Export-Oriented Management

IMC FH Krems  
Krems, Austria