

A grayscale photograph of a man with a beard, wearing a suit jacket and a light-colored shirt, speaking into a microphone. He is looking slightly to the left of the frame. The background is dark and out of focus.

BRAND EXPERIENCE

MORTEZA AKMALI



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SENIOR BRAND EXPERIENCE

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Great brands start with a simple question:

How can we make them felt not just seen?

As a Senior Brand Experience Specialist, I design human-centered, emotionally resonant experiences from touchpoints to storytelling.

Blending data, empathy, and creativity, I help brands move beyond marketing into real connection.

Because great brand experiences aren't built alone they're co-created and lived.



EDUCATION JOURNEY

I studied architecture to understand how space can move people not just surround them.

That same mindset led me to brand experience design, where I now create interactions that make brands not only seen but truly felt.

Associate Degree in Architecture | 2012 – 2015
Shahid Beheshti Technical College, Karaj

Bachelor's Degree in Architecture | 2015 – 2017
Shahid Beheshti Technical College, Karaj

SENIOR BRAND EXPERIENCE SPECIALIST

Khodro45 – 2025

In this role, I was responsible for customer experience analysis, ensuring brand consistency across all touchpoints, and enhancing the quality of in-person interactions in over 50 branches.

My focus was on leveraging data to improve customer loyalty and strengthen overall brand perception.

1. Continuously monitored CX metrics in collaboration with a specialized team
2. Developed and unified brand image across more than 50 branches
3. Implemented NPS and Brand Perception evaluation frameworks
4. Delivered training to branch staff and collected field feedback
5. Supervised brand standard compliance across all customer touchpoints
6. Assessed branding suppliers based on their alignment with brand quality standards
7. Designed merchandising processes and developed SLAs
8. Refreshed 14 branches and launched 23 new branches within a single year
9. Strategically selected out-of-home (OOH) media aligned with campaign objectives
10. Collaborated in shaping the Dealer Acquisition strategy
11. Created data-driven customer and sales representative personas

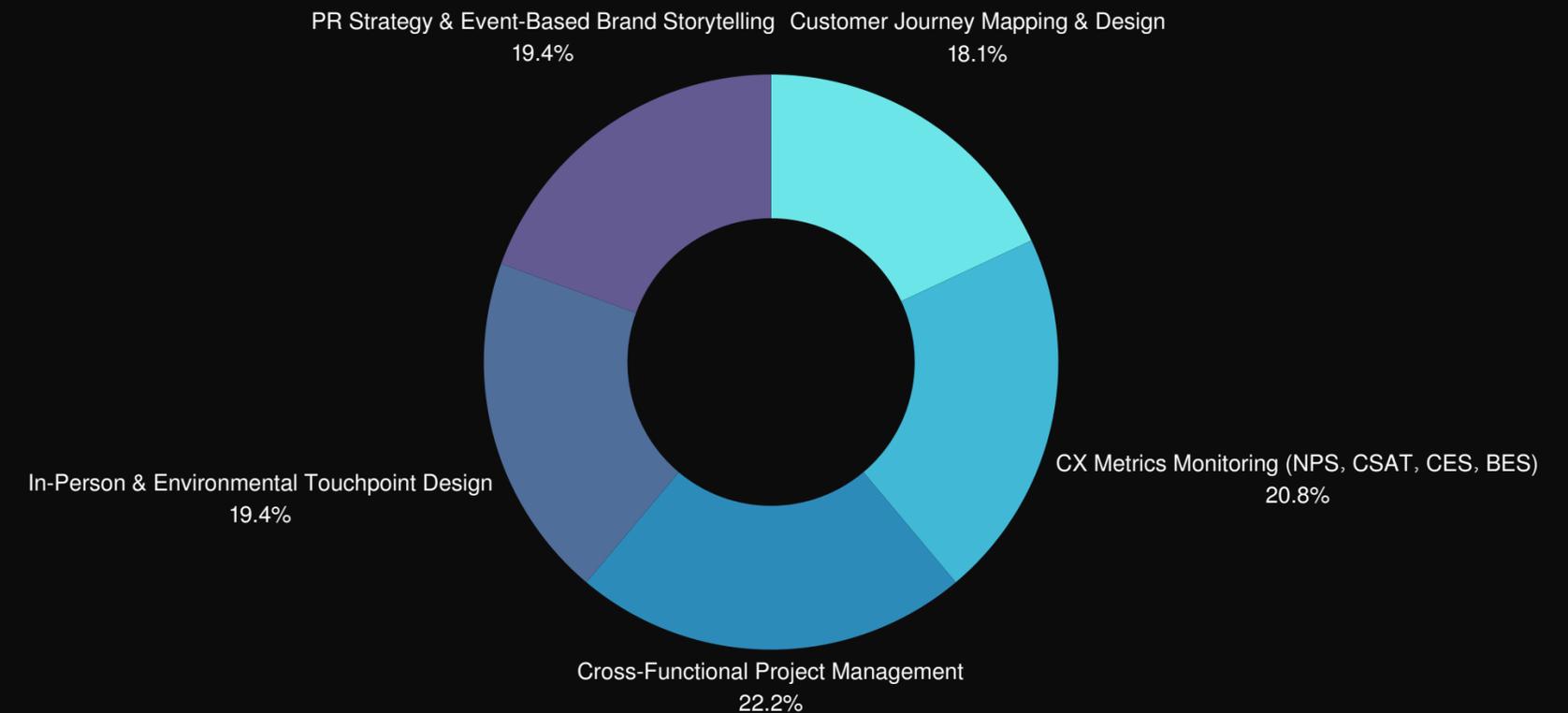
KEY SKILLS

There's no single formula for unforgettable brand experiences but the right mix always works:

Data-driven insight, human psychology, design thinking, and real teamwork.

This approach helps me design customer journeys, track CX metrics like NPS and CSAT, and bring brands to life creatively and emotionally.

Whether in events or everyday touchpoints, I tell brand stories people don't just see they experience.



KEY SKILLS

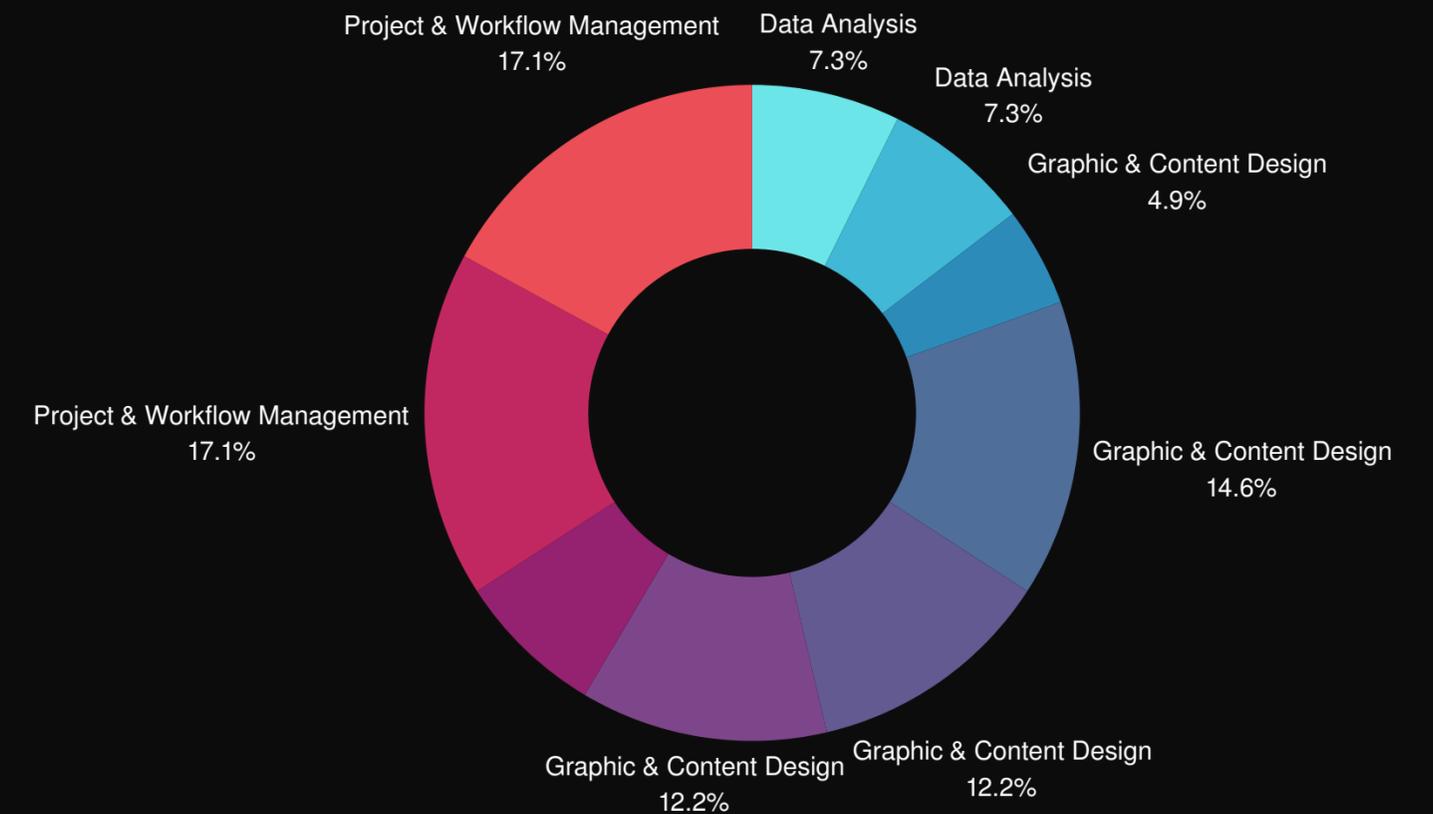
Building a true brand experience takes more than ideas.

It requires data analysis, visual storytelling, and structured execution.

From analyzing CX metrics in Excel, to tracking user behavior via Google Analytics and GTM.

From visual design with Figma, Photoshop, and Canva, to narrative creation with Premiere.

And finally, bringing it all together with Trello and Google Workspace.



PROJECTS

In this role, I was responsible for analyzing customer experience, ensuring brand consistency across all touchpoints, and enhancing in-person interactions across more than 50 branches.

My main focus was on leveraging data to improve customer loyalty and overall brand perception.

1. Ongoing analysis of CX metrics in collaboration with a specialized team
2. Executed BTL advertising and on-ground brand experiences
3. Strengthened brand perception across 50+ branches
4. Implemented NPS and Brand Perception evaluation processes
5. Conducted training sessions for branches and gathered field feedback
6. Ensured compliance with brand standards across all touchpoints
7. Evaluated branding suppliers based on alignment with brand quality

Portfolio Highlights

Participating in the development of brand identity and brand guidelines

The logo for KHODRO45.com, featuring the word "KHODRO" in white, "45" in orange, and ".com" in white below it.

KHODRO45
.com

Corporate Identity

The logo for KHODRO45.com, featuring the word "KHODRO" in white, "45" in orange, and ".com" in white below it.

KHODRO45
.com

Brand Guidelines V.04

Portfolio Highlights

BTL Campaign management - Tehran

Key Tasks:

1. Concept & copywriting for campaign messaging
2. Oversight of visual execution and brand alignment in physical materials
3. Coordination with suppliers

The screenshot shows a spreadsheet titled 'Campaign' with a menu bar (File, Edit, View, Insert, Format, Data, Tools, Extensions, Help) and a toolbar. The spreadsheet is organized into columns for weeks and days of the week. The data is as follows:

	Media	owner	budget (T)	KPI	week 4	week 1	week 2	week 3	week 4
					sat sun	mon tue wed thu fri	sat sun mon tue wed thu fri	sat sun mon tue wed thu fri	sat sun mon
5	Influencer	cho...	78,000,000	impression					
6	Telegram (mass)	cho...	26,000,000	views					
7	Telegram varzesh3	cho...	10,000,000	views					
8	Instagrm (mass)	cho...	49,500,000	views					
9	CPC	cho...	45,000,000	new users					
10	Preroll	cho...	83,397,600						
11	fix banner	cho...	168,000,000	new users					
12	sms	cho...	4,700,000	QR					
13	DM	DM Total	464,597,600						
14	Media	cho...	43,000,000	/ earned media					
15	Blog post/ Content	cho...	-	click					
16	PR	PR total	43,000,000						
17	Straboard	cho...	310,500,000	arch(IMP 80K to 100K)					
18	Gas station	cho...	180,000,000	arch(IMP 80K to 100K)					
19	Billboard	cho...	1,044,270,000	arch(IMP 80K to 100K)					
20	Print Billboard	cho...	61,230,000						
21	Print Straboard	cho...	24,800,000						



Portfolio Highlights

Collaboration with the campaign manager, art director, and copywriter for the Tehran 1403 environmental campaign



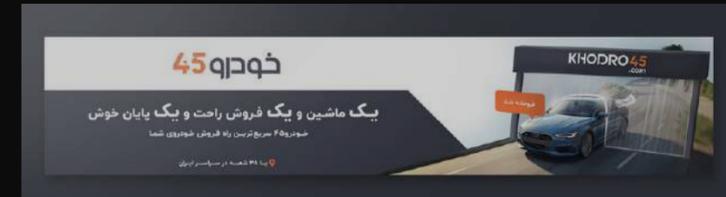
تنها چند ساعت تا فروش ماشین‌تان فاصله دارید
با مراجعه به شعب خودرو ۴۵

خودرو ۴۵

شیراز KHODRO45

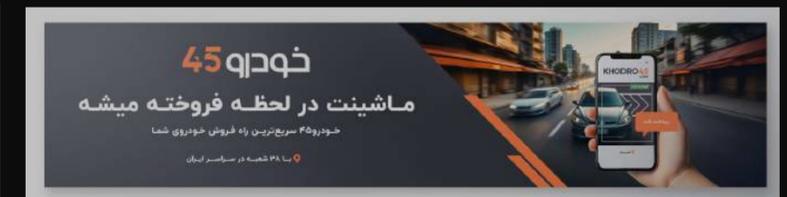
www.khodro45.com

۱۴۸۵ (سراسری)



خودرو ۴۵

یک ماشین و یک فروش راحت و یک پایان خوش
خودرو ۴۵ سریع‌ترین راه فروش خودروی شما
۱۴۸۵ شعبه در سراسر ایران



خودرو ۴۵

ماشینت در لحظه فروخته میشه
خودرو ۴۵ سریع‌ترین راه فروش خودروی شما
۱۴۸۵ شعبه در سراسر ایران



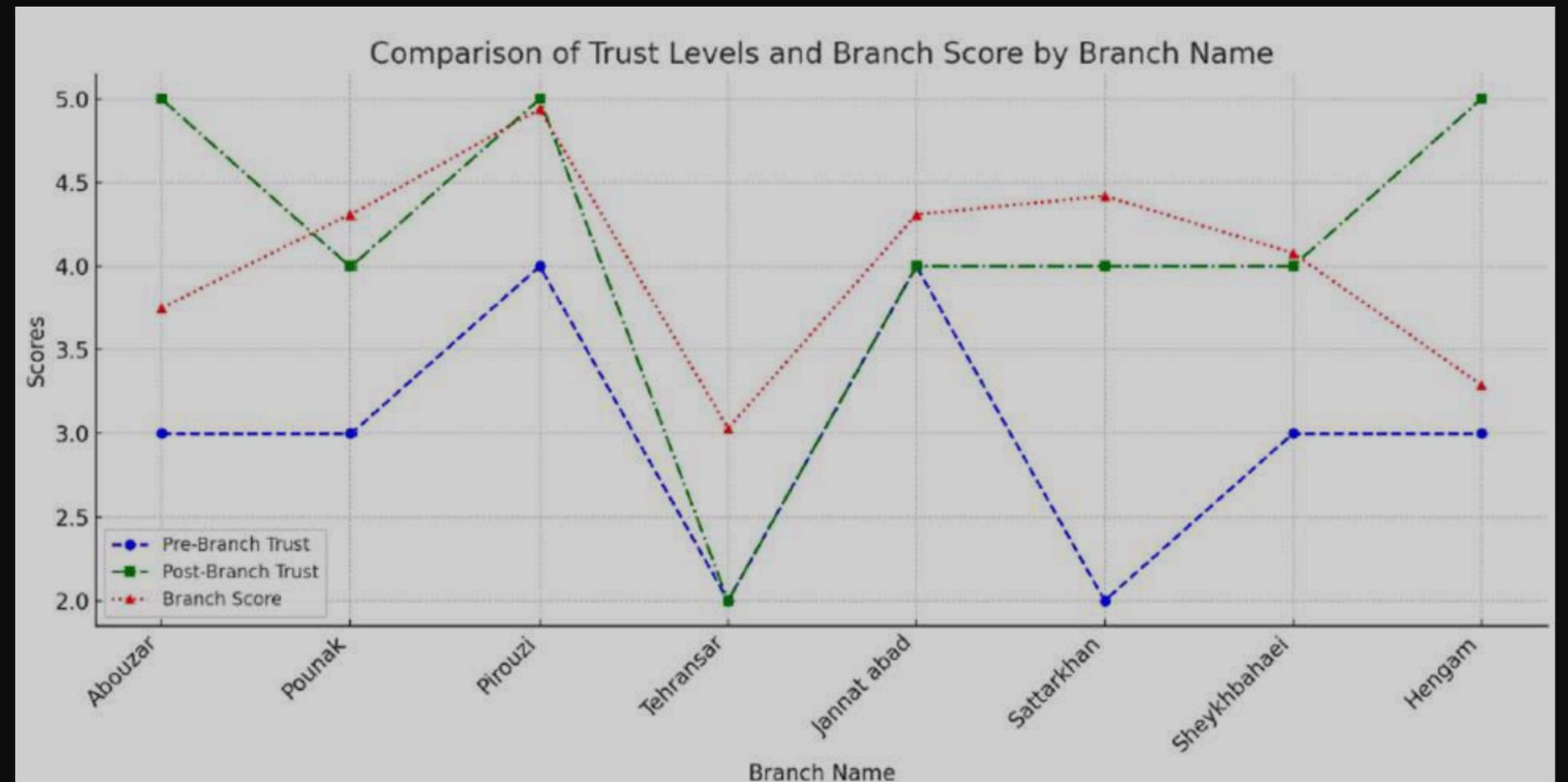
خودروی شما فروخته خواهد شد!

فروش سریع خودرو شما در شعب خودرو ۴۵

KHODRO45 | khodro45.com | ۱۴۸۵

Portfolio Highlights

Conducted in-person interviews with clients as part of the Brand Perception Project



Portfolio Highlights

Executed two rounds of design and implementation of gifts for both selling and non-selling customers



Portfolio Highlights

Design and Redesign of 17 Visual Identity Items for Branches, including

- 1- Main Signage
- 2- Shutter Stickers
- 3- Story Wall
- 4- Smile Design
- 5- 5S Board
- 6- Customer Journey Stand
- 7- Staircase Brochure
- 8- Blog Stand
- 9- Sales Method Board
- 10- Survey Stand
- 11- License Board
- 12- Document Envelopes
- 13- Desktop Calendar
- 14- Waste Sticker



Portfolio Highlights

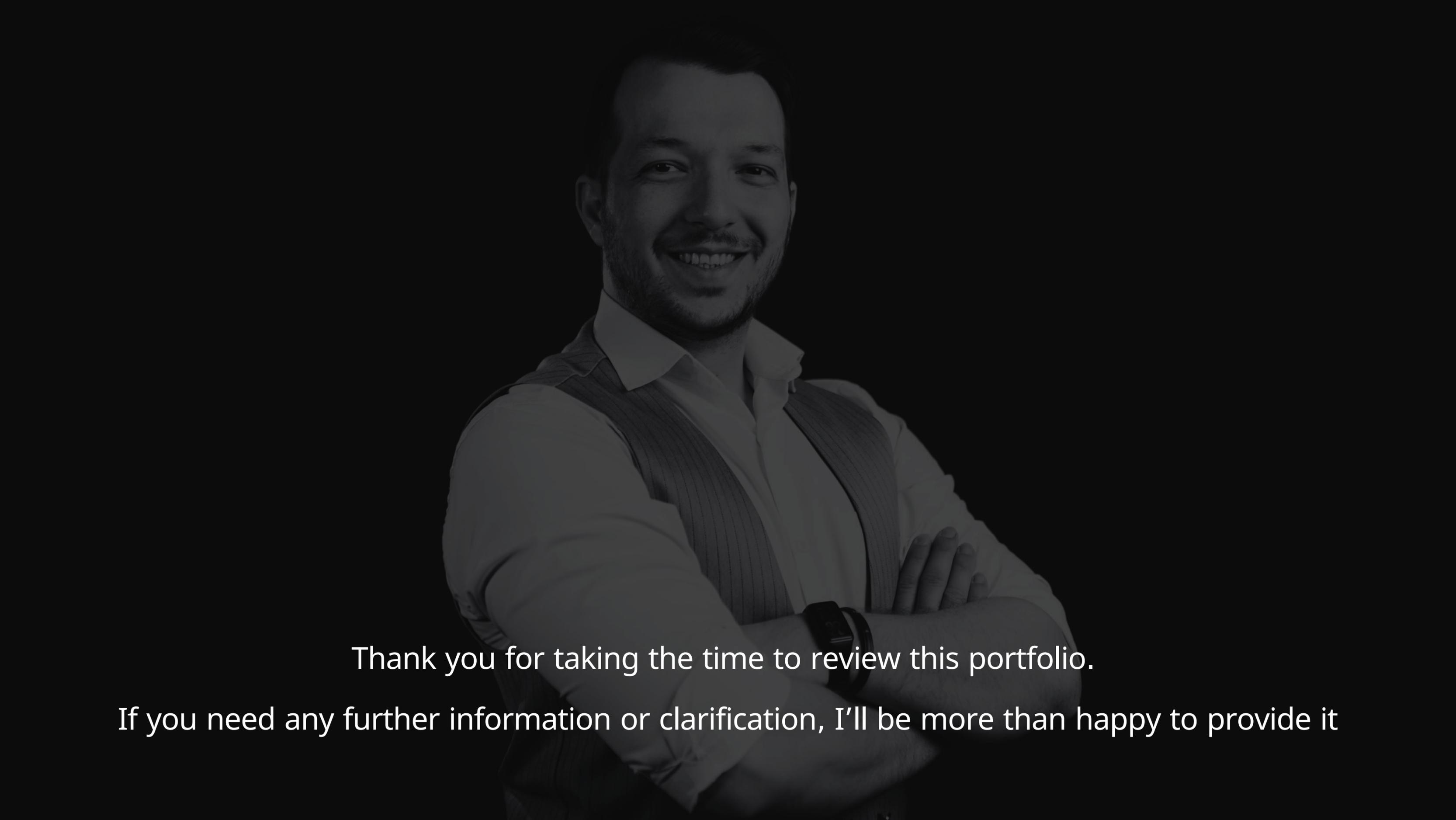
Definition of Physical Touchpoint Standards



Portfolio Highlights

Definition of Physical Touchpoint Standards



A man with a beard and mustache, wearing a white collared shirt and a dark vest, stands with his arms crossed against a dark background. He is smiling slightly and looking towards the camera. The image is dimly lit, with the man's face and shirt being the primary light sources.

Thank you for taking the time to review this portfolio.

If you need any further information or clarification, I'll be more than happy to provide it