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.

PR Strategy & Event-Based Brand Storytelling
19.4%

Customer Journey Mapping & Design
18.1%

CX Metrics Monitoring (NPS, CSAT, CES, BES)
20.8%

Cross-Functional Project Management
22.2%

In-Person & Environmental Touchpoint Design
19.4%
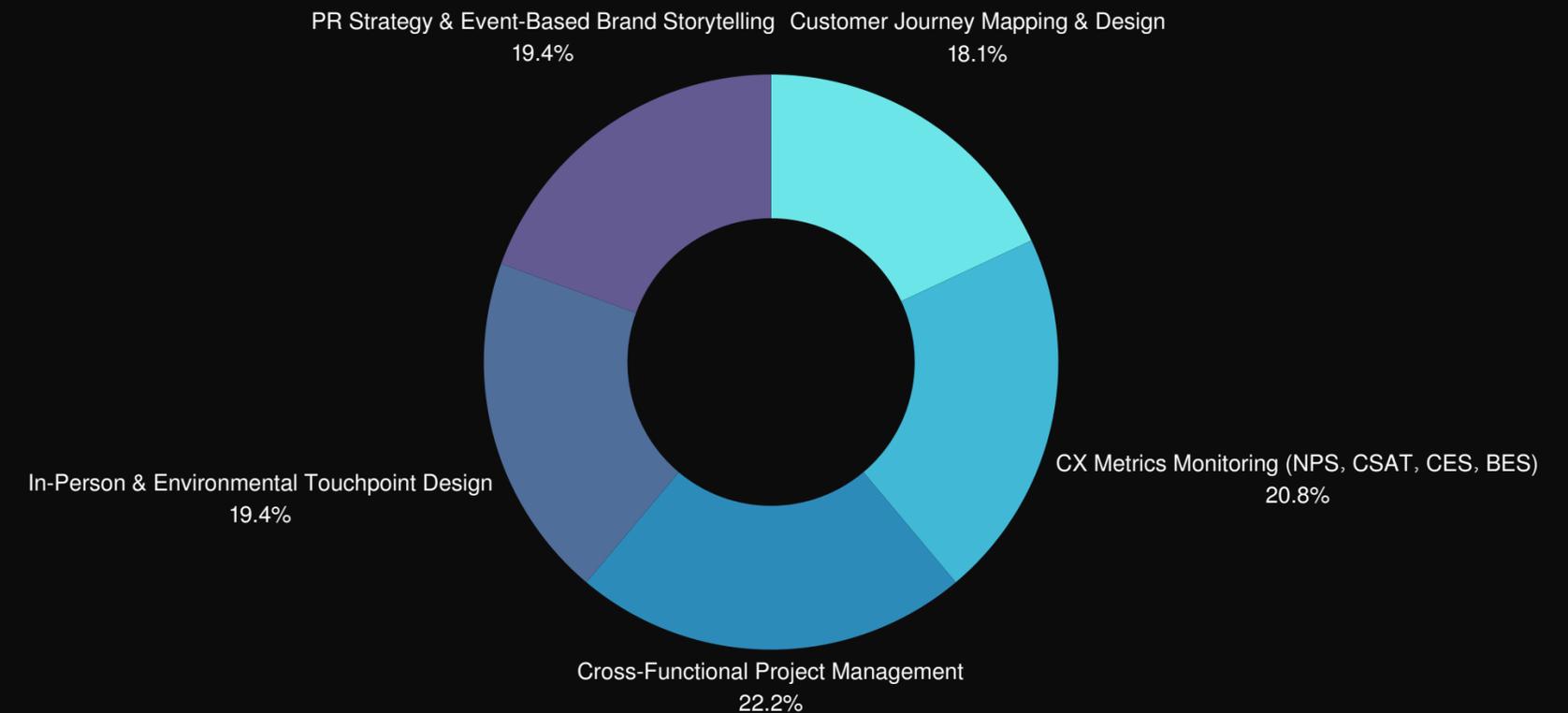
KEY SKILLS

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.

Project & Workflow Management
17.1%

Data Analysis
7.3%

Data Analysis
7.3%

Graphic & Content Design
4.9%

Graphic & Content Design
14.6%

Project & Workflow Management
17.1%

Graphic & Content Design
12.2%

Graphic & Content Design
12.2%
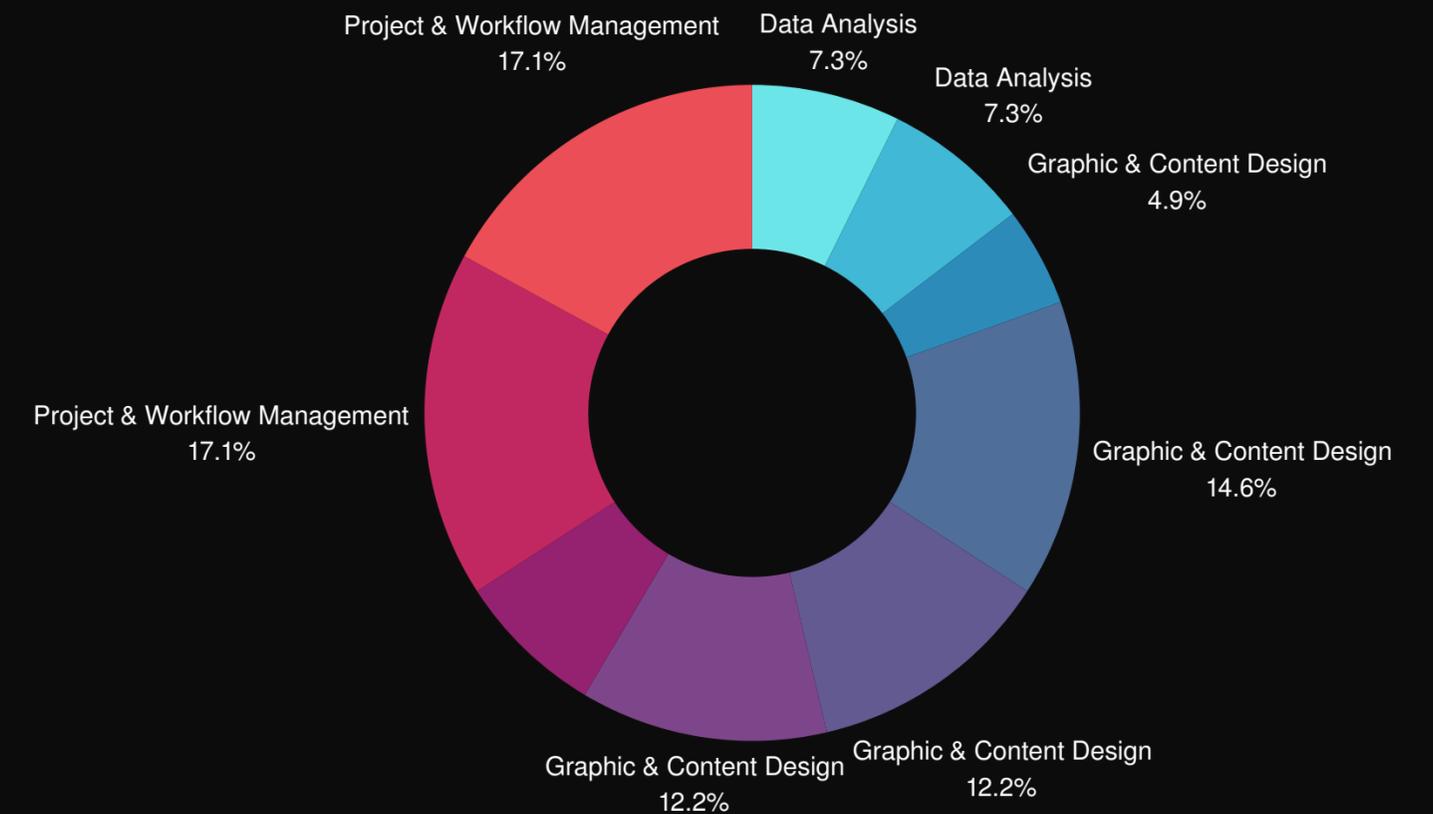
PROJECTS

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

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

Portfolio Highlights

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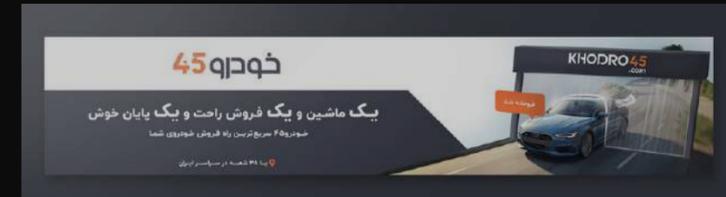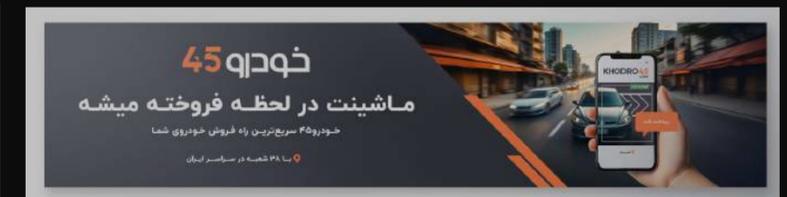
Portfolio Highlights

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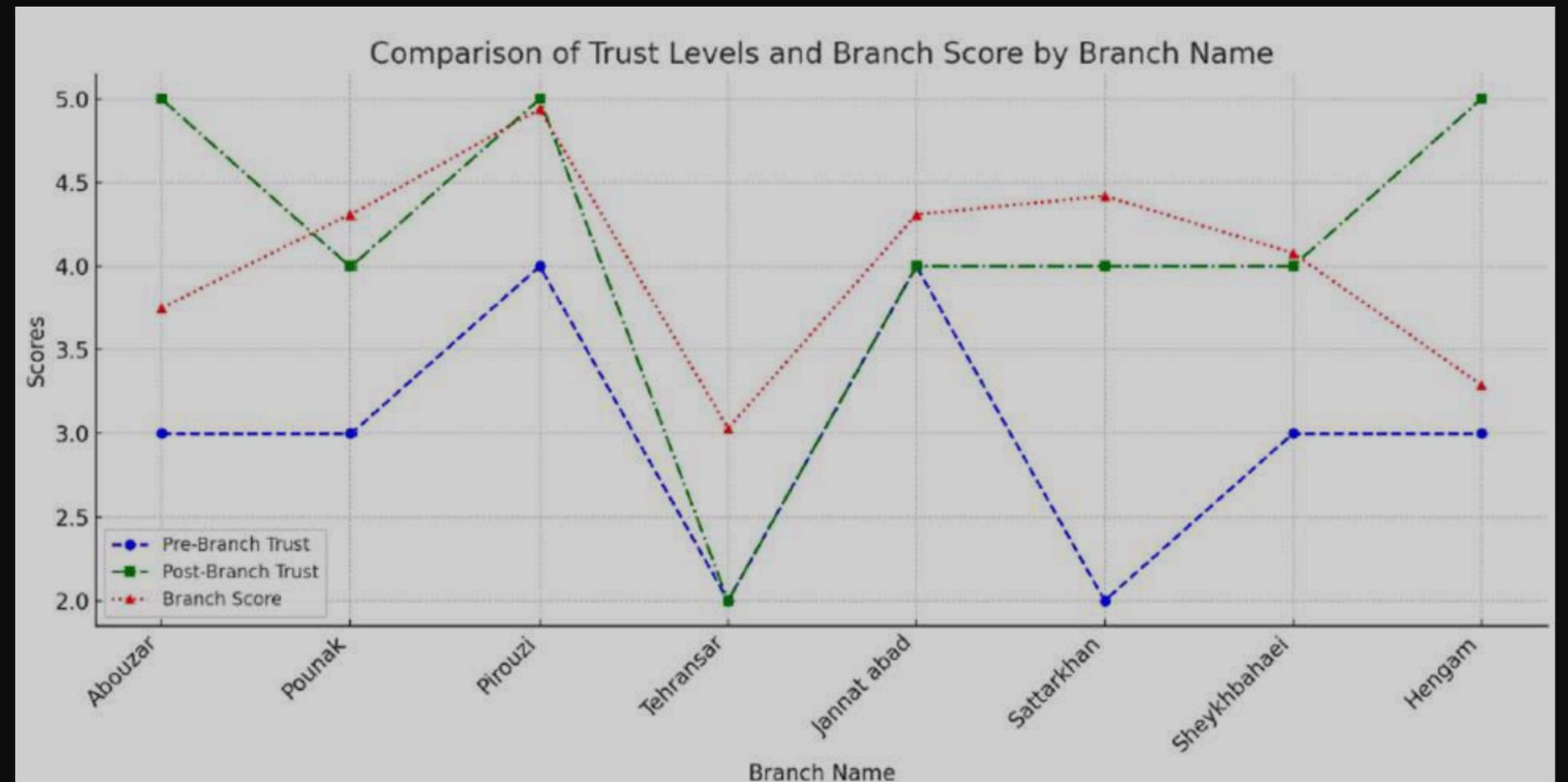
Portfolio Highlights

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
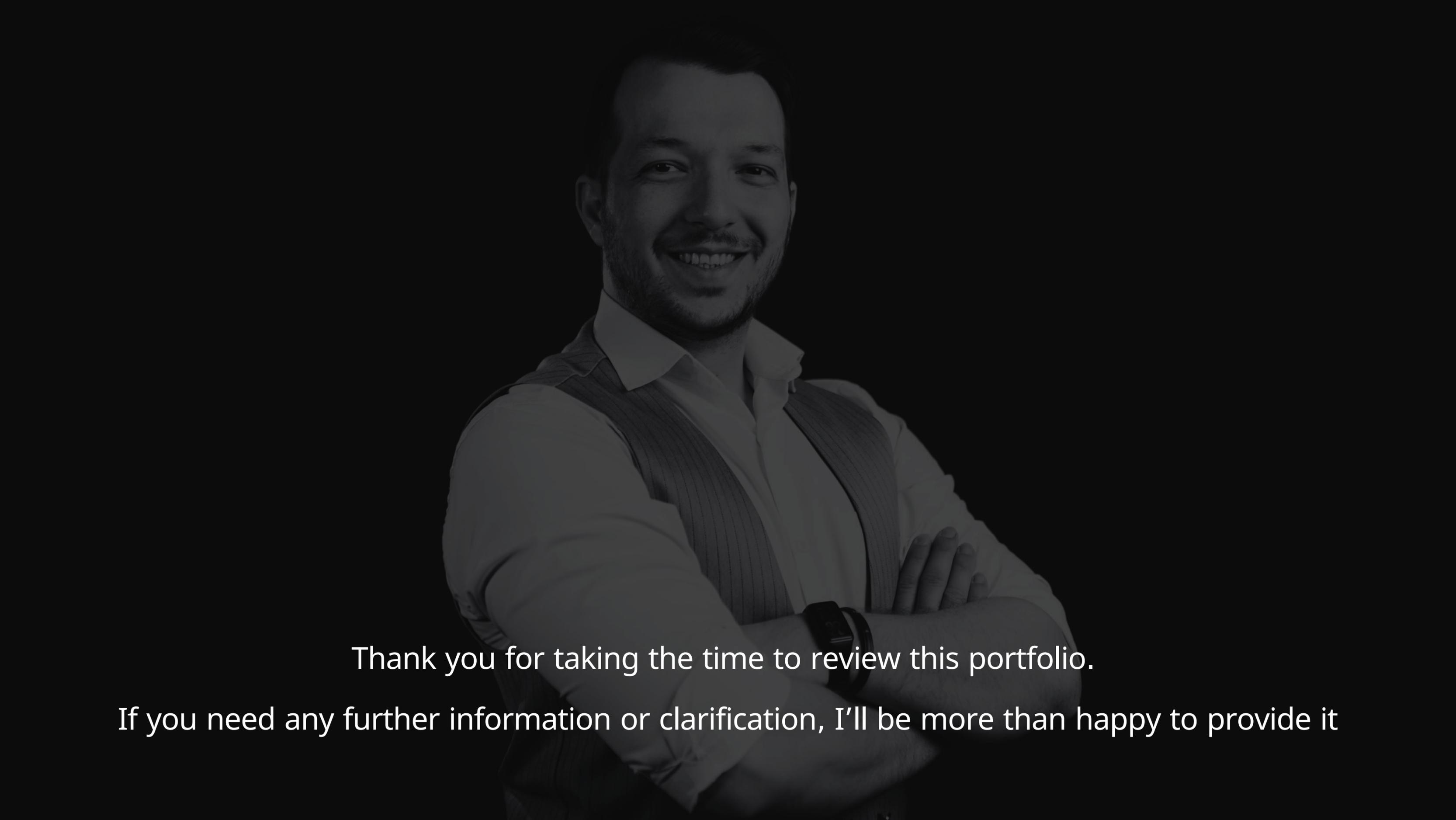
Definition of Physical Touchpoint Standards

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