

SAHAR ELMI

Brand & Content Strategist / Story-Driven Marketer / GTM Architect for Wellness, Pharma & Lifestyle Brands
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SUMMARY

Brand and narrative strategist with 10+ years bridging insight, strategy, and execution to position brands for growth. I bring experience across regulated and high-trust environments, including B2B software and platform ecosystems, with a proven ability to translate complex systems into clear, human messaging that drives adoption and momentum. I've led cross-functional teams of analysts, strategists, designers, and marketers to uncover trends, analyze complex data and systems, and translate findings into narrative-led copy across campaigns, product, lifecycle, and partnerships—shaping brand positioning and commercialization success. As a bilingual, first-generation American, I bring cultural fluency, adaptive thinking, and a unique ability to bridge data and emotion—aligning stakeholders, driving market readiness, and delivering measurable impact across software, pharma, specialty, wellness, and consumer sectors.

EXPERIENCE

Senior Copywriter, Strategist & Brand Narrative Lead | FlashKings (B2B Platform & iGaming Technology) – North America & Caribbean | 9/2025 – Present

- Own end-to-end brand narrative, copy, and go-to-market strategy for a multi-product B2B platform operating across Canada, the United States, and the broader North American and Caribbean region (including Puerto Rico, the Dominican Republic, The Bahamas, and Latin Caribbean/LatAm markets).
- Lead comprehensive go-to-market messaging for platform launches, integrations, partnerships, and initiatives with charitable organizations, ensuring alignment across Marketing, Product, Partnerships, and Leadership teams.
- Develop scalable messaging frameworks for technical integrations and partnerships, translating complex, regulated systems into clear, human language that supported adoption, trust, and growth across markets.
- Direct full brand positioning, voice, and narrative systems, spanning upstream brand awareness (including out-of-home and billboard concepts) through downstream lifecycle and performance marketing.
- Write and structure complete website architecture and copy, including product positioning, value propositions, conversion flows, and narrative hierarchy for platform offerings.
- Create taglines, campaign concepts, and core brand language deployed across marketing, sales, partnership, and launch materials.
- Build and execute a cross-market social media strategy, defining tone, content pillars, and narrative continuity across platforms while maintaining regional relevance.
- Lead brand narrative development for clients, shaping institutional credibility, regulatory clarity, and trust across jurisdictions within a compliance-driven environment.
- Direct logo development and brand workshops for clients, translating strategic positioning into cohesive visual and verbal identity systems.
- Serve as senior copy authority across initiatives, partnering closely with founders, strategists, designers, product, and marketing teams to balance speed, craft, and strategic clarity across concurrent projects.

Corporate Brand Director | Babes of Wellness (*Nike Partner-Boutique Wellness Studio*) – Los Angeles, CA | 12/2023 – Present

- Established Babes of Wellness as a recognized leader in the wellness industry through innovative positioning, differentiated messaging, and strategic brand storytelling rooted in empowerment and inclusivity.
- Increased online traffic by 60% through strategic SEO optimization, copy-driven content strategy, content calendar development, and high-value content aligned with brand mission and community relevance.
- Secured \$45K in grant funding by writing and submitting proposals grounded in SMART objectives, health equity alignment, and values-driven storytelling—ensuring sustainable growth and community impact.
- Generated \$30K+ in new revenue through copy-led partnership development and launch messaging, 5+ curated collaborations and partnerships with brands such as Nike LA, Propel, LMNT, and Tadin Tea.
- Led a full brand identity and messaging overhaul—including logo design, merchandise development, and visual strategy— launching trademarked taglines and inclusive design assets that generated \$30K+ in merchandise sales.

Director of Brand & Strategic Communications (*Promoted from Director of Brand Engagement*) | OptiBrand

Rx (*Strategic Healthcare Market Research and Brand Positioning Firm*) – Montclair, NJ | July 2021–March 2025

- Boosted website traffic by 57%, LinkedIn engagement by 150%, and user engagement by 64% through copy-led content strategy, narrative framing, and channel-specific messaging content tailored to healthcare audiences—directly driving measurable client acquisition.
- Increased client retention by 58% and drove revenue growth by designing and executing cross functional cross-functional, narrative-driven marketing campaigns that translated complex research insights into emotionally resonant, conversion-oriented messaging.
- Developed and deployed global go-to-market campaign strategies for product launches, ensuring alignment across Creative, Marketing, Digital, Sales, and Research teams.
- Led comprehensive brand positioning and rebranding initiatives across multiple portfolios—enhancing market perception, differentiation, and competitive positioning.
- Created integrated messaging frameworks, copy systems, and user-centric content (UX writing, brand voice) to unify digital engagement and reinforce brand identity across platforms.
- Cultivated partnerships with national organizations including the NFL and NCAA, coordinating multiregional marketing strategies to expand brand visibility.
- Built real-time KPI dashboards and campaign analytics tools, improving ROI visibility and enabling rapid strategic pivots; conducted consumer behavior analysis resulting in a 46% lift in site traffic.
- Wrote and designed high-impact marketing copy, pitch decks, branded proposals, and executive-level presentations—translating complex research into persuasive, narrative-led solutions that secured key accounts.
- Designed high-impact marketing materials, pitch decks, branded proposals, and executive-level presentations that secured key accounts by translating complex research into persuasive, narrative-led solutions.
- Implemented targeted outreach strategies using data-driven insights to successfully expand the client base and meet growth objectives across multiple initiatives.
- Facilitated brand positioning workshops, quarterly town halls, and internal events to strengthen cross functional collaboration, unify corporate culture, and align teams on growth priorities.
- Mentored staff across Business Development, Market Research, and Marketing, fostering skill development, team cohesion, and innovative approaches to client engagement.

Director of Market Research *FlashField (An OptiBrand Rx Company)* – Montclair, NJ | Jul 2022 – Nov 2023

- Led a team of 15 analysts and creatives, cultivating an environment of curiosity, collaboration, and fresh perspectives to deliver exceptional results.
- Developed and implemented tailored research methodologies, combining qualitative and quantitative approaches to extract meaningful insights for Big Pharma clients.
- Conducted in-depth market and audience analyses, uncovering trends and behavioral patterns that shaped precise communication strategies and improved targeting.
- Created dynamic dashboards and detailed reports, transforming complex datasets into clear, decision ready narratives that guided stakeholder decisions.
- Collaborated with cross-disciplinary teams, including Marketing, Product Development, and Sales, to ensure research insights aligned with broader business objectives and delivered measurable impact.
- Presented compelling findings to senior leadership and clientele, translating data into actionable strategies that informed brand positioning and market opportunities.

Managing Director and Creative Director | Esse Collective (formerly Crux) (*Branding and Marketing Consultancy*)

- Boston, MA | 07/2019 – Present

- Founded and scaled a boutique agency specializing in strategic storytelling, branding, and go-to market execution, delivering impactful, story-driven solutions for clients in wellness, healthcare, and consumer goods.
- Secured and led high-value brand strategy engagements by aligning design thinking, narrative strategy, and data-backed insights, producing cohesive, multi-channel campaigns across digital, print, and experiential platforms.
- Executed a design-led marketing initiative for OptiBrand Rx that drove a 30% lift in brand engagement—resulting in a retained client relationship and direct recruitment to join their executive team.
- Directed multidisciplinary creative teams and external partners, fostering innovative thinking and producing resonant brand systems that balanced aesthetic cohesion with measurable business performance.

Brand Development Specialist | Alison Chi & Company, [Formerly TZELAN HOUSE] (*Branding and Marketing Consultancy*) – New York, NY | 07/2019 - 07/2021

- Oversaw launches of bespoke branding initiatives, including positioning and messaging for iconic spaces such as The Newbury Hotel, producing high-end pitch decks, mood boards, and identity systems that helped secure top-tier hospitality partnerships.
- Developed multi-sensory brand story-telling experiences rooted in cultural heritage, client legacy, and customer insight—aligning architectural design, narrative tone, digital and on-property touchpoints into unified, high-impact brand expressions.
- Conducted in-depth market, audience, and cultural analysis for affluent, global clientele, tailoring strategies to resonate with high-net-worth travelers and positioning brands as leaders in the luxury hospitality sector.
- Collaborated with interior designers, architects, and marketing teams to ensure all touchpoints reflected both the emotional ethos and commercial aspirations of each brand—bridging artistry and strategy to drive loyalty.

EDUCATION

University of Massachusetts, Boston Campus
Post Bach: Communications
Suffolk University
Bachelor of Arts: Political Science

LANGUAGES

- English (Spoken and written)
- Farsi (Spoken and written)
- Spanish (Basic)

SKILLS & TOOLS

Team Leadership & Cross-Functional Collaboration •Strategic Brand Positioning • Global Marketing Strategy • Go to Market Planning • Content Strategy & Brand Voice Development • Thought Leadership & Storytelling Frameworks • Consumer Insights & Market Research Strategy • Audience Segmentation & Data Analysis • Performance Analysis & Campaign Optimization • Creative Direction & Inclusive Marketing Practices • UX Writing & Content Management Systems (CMS) • SEO Optimization & CRM Tools • Data Visualization & Analytics • Microsoft Office • Google Suite • Canva & Adobe Creative Suite • Social Media & Research Tools