

SAHAR ELMI

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

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SUMMARY

Brand and content strategist who began as a writer and still approaches every brand through the power of language. Over the past decade, I've evolved into a market access leader bridging insight, strategy, and storytelling to position brands for growth. I've authored thought-leadership programs, white papers, and editorial systems that shape how audiences think, feel, and act. With a proven track record in go-to-market planning and content architecture, I translate complex data into narratives that drive clarity, connection, and conversion. 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 pharma, specialty, wellness, and consumer sectors.

EXPERIENCE

Corporate Brand Director | Babes of Wellness (*Nike Partner-Boutique Wellness Studio*) – Compton, 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, 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 5+ curated collaborations and partnerships with brands such as Nike LA, Propel, LMNT, and Tadin Tea.
- Led a full brand identity 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 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 marketing campaigns that aligned research insights with emotionally resonant 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 and user-centric content systems (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.

- Developed and authored OptiBrand Rx's thought-leadership platform—writing white papers, strategic blogs, and research briefs that positioned the firm as an authority in healthcare storytelling and market-access innovation.
- Ghostwrote executive communications for C-suite leadership and contributed to national healthcare publications, strengthening OptiBrand's reputation and inbound client pipeline.
- Directed all content development for FlashField, translating complex quantitative insights into clear, emotionally resonant narratives that boosted reader engagement and lead conversion.
- 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.
- 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 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 and audience 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.
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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 • Goto-Market Planning • Content Strategy & Brand Voice Development • Thought Leadership & Storytelling Frameworks • Editorial Development • Long & Short Form Copy • Narrative Design • 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