

PORTFOLIO

Create your story.

**SENIOR BRAND &
CULTURAL CONSULTANT**
FOR PROFESSIONAL TRAINING

IMEN CHATTI

<https://linktr.ee/imen.brandconsultant>

imen.brandconsultant@gmail.com



Imen

Chatti

S E N I O R B R A N D C O N S U L T A N T

I am an **international senior brand consultant** with 23 years of experience **in the Branding Industry** (advertising, packaging, strategy).

I speak 5 languages , shaped +100s of CPG brands and led brand-building programs in 30+ countries., with intercultural flair.

Over the last decade, I've led departments bringing together brand strategists, customer success specialists and new business talents. This has given me a deep understanding of how teams operate, develop skills and deliver meaningful impact.

I co-founded my own creative studio, INTERCULT BRANDS, strengthening my ability to bridge strategic and entrepreneurial ability.



Imen

Chatti

O N G O I N G V O C A T I O N A L T U T O R

Today, it's time for me to give back! I put this combined expertise **at the service of brand departments, HR teams, and internal training initiatives.**

I design and delivered tailored programs that elevate strategic thinking , enhance creative and cross-cultural competencies, and empower teams to grow into stronger sales & brand builders.

I have delivered a wide range of conferences and professional training for majour international companies. Each intervention is grounded in practical experience rooted in real world of CPG, global & local.

Brands are my craft and sharing knowledge is my passion!

INTERVENTIONS SNAPSHOT

01 HOW TO PREMIUMISE
UNILEVER

02 THE CUES OF DISTINCTIVENESS
HENKEL

03 DESIGNS THAT WORK
L'OREAL

04 PROJECT MANAGEMENT ART
INSTITUT SUPERIEUR DE GESTION



05 GRAPHICS FOR SENSITIVITY
HENKEL

06 GROWTH IDEAS FOR ACQUISITION
ELECTRA

X

....
MAY BE YOU?



INTERNATIONAL SENIOR BRAND & CULTURAL CONSULTANT



SERVICES

Brand Strategy (Market analysis, Creative semiotics, Design concepts),

Pitch leader (Creative liaison & Project management)

Growth marketing (Business audit, Outbound & Inbound)

Training (Business development, Client services best practices,

Intercultural communication, AI Basics, Design principles)

EDUCATION

01 **MARKETING**
Bachelor- IHEC

02 **COMMUNICATION**
Master- ISG



03 **GRAPHIC DESIGN**
Certification- Shillington Education

04 **GROWTH & AI**
Certification- Maria Schools

05 **SOCIAL ANTHROPOLOGY**
Certification- Oxford University

06 **VISUAL SEMIOTICS**
Certification- EPIC

+20 YEARS OF EXPERIENCE
MARKETING, COMMUNICATION, DESIGN

CAREER & INTERESTS

I lived in 5 countries and I've worked for award-winning agencies in Paris, Sydney and London, writing creative strategies, monitoring & authoring trend pieces, managing client relationships, heading client servicing department and driving business development to build strong brands and grow revenue.

I have a high passion for design that I transformed into reality by stretching my skills into becoming a graphic designer so I can approach challenges not only strategically but also creatively.

As a student who enjoyed learning about humanities studies as a hobby, I decided, to enroll furthermore into Creative Semiotics and Social Anthropology.

The more we learn, the further we can lead



BRANDING AWARDS

01 SILVER World Brand Design Society
AXE, 2022

02 SILVER Design Effectiveness
SCHWARTZ, 2020

03 SILVER Transform
LYNX, 2018

04 FINALIST Grocer Circle
ZEO, 2014

05 SILVER Top Com
VOLVIC, 2011

06 SILVER Pentawards
EVERNAT, 2009

LYNX



AXE

Volvic



01

PERSONAL CARE



In Personal care, every texture, scent, and color tells a story of intimacy, trust, and daily ritual; where brands must balance science with emotional warmth to become a comforting companion in consumers' lives. I approach this category by decoding subtle cultural and sensory cues, crafting strategies that resonate on both personal and universal levels, turning everyday routines into moments of care and confidence.

02

BEAUTY & LUXURY



Beauty & Luxury speak a visual language of aspiration, elegance, and poetic storytelling, where heritage and innovation merge to create desire beyond function. My approach is to decode these layered semiotics for refined brand experiences that evoke emotion, exclusivity, and timeless relevance in an ever-evolving global market.

03

ALCOHOL & BEVERAGES



Alcohol & Beverages thrive on sensory storytelling — color, texture, and mood create a ritual that transcends hydration to become a moment of pleasure and connection. I focus on capturing these sensory cues through cultural codes and authentic narratives that invite consumers to taste not just a drink, but a lifestyle.

04

FOOD & REFRESHMENTS



Food & Refreshments embody comfort, culture, and community, weaving rich narratives through taste, texture, and tradition. My approach uncovers the semiotics of appetite and authenticity to craft brands that feel both familiar and inspiring in every bite.

05

HEALTH & WELLNESS



Health & Wellness brands navigate the delicate balance between science, care, and emotional wellbeing, communicating trust and vitality through every detail. I decode the semiotics of empowerment and nurture to create identities that inspire confidence and holistic self-care.

06

HOUSECARE



Housecare brands must convey effectiveness and reliability while inspiring a sense of freshness and ease in everyday rituals. I focus on visual languages that balance boldness and care, transforming functional products into trusted companions for the home.

06

PETCARE



In Petcare, emotion meets utility—design must speak to the love we feel for our pets while reassuring us of safety, hygiene, and quality. From nourishing meals to grooming rituals and everyday essentials, I build brand strategies that balance warmth, mischief, and trust with intuitive navigation and joyful storytelling.

WORK WITH ME


Website

 <https://linktr.ee/imen.brandconsultant>

E-mail

 imen.brandconsultant@gmail.com

Telephone

 +33609379345

