

Called an “insight & deck Wiz” by many, Reza is a Strategy Lead with 15+ years of strategy experience and a distinctive human-centric approach, blending objective analysis with empathetic insights to create brand strategies that resonate deeply with audiences. A dedicated advocate for understanding consumer behavior within its broader context, I excel at crafting strategies that not only drive results but also foster genuine connections between brands and their customers on every brand touch point. Seeking opportunities to apply my unique blend of objectivity and empathy to elevate brand experiences and drive meaningful outcomes.

Brand Portfolio

North America

Telecom: AT&T

Health Care: Kaiser Permanente

Automotive: Honda Powersports

CPG: Nestle (SweeTarts, Butterfinger, Crunch),

WaterWipes, Alive! Vitamins, Unilever (Tresemme)

Retail: Forever21

Misc.: American Idol, 4H

EMAE

CPG: Unilever (Signal, Close-Up, Dove, Clear, Sunsilk),
Milka, Orbit, Murad

Misc.: Emirates Airlines, AirAsia, MANGO, United Colors of
Benetton, Bosch, Beko, Ariston, Teka, LG Mobile Phones,
Shell Helix, Gulf Oil

Work Experience

Interpublic Group - The Salon, Principal - Strategy, Los Angeles, Apr 2022 – Present

Part of the founding team at The Salon, a new IPG consultancy, leading strategy efforts on all projects, including relaunch of Forever 21 and Tresemmé haircare in the US.

- Developed The Salon’s Multi-Contextual Thinking™ platform and planning process, a new thinking methodology that enables marketers adopt an objective POV on today’s diverse audiences and uncover the context behind consumer behavior. The methodology is the foundation of all the products and services at the Salon.
- Developed a new Brand strategy platform for Unilever’s Tresemmé in the US. The strategy was based on the observation that the haircare industry has positioned certain natural women hair types/textures (mostly latines and african americans) as a problem to “fix” and lead to the global “power your style” campaign that targeted women with all hair types.
- Delivered “Context, the key to relevancy” presentation to the ANA (Association of National Advertisers) Multi-cultural committee that showed how understanding the context behind consumer trends and norms leads to insightful and effective communication that builds relevancy to diverse audiences.

BBDO (OMNICOM), Director Brand Planning, Los Angeles, July 2019 – Apr 2022

- Lead brand planning for everything AT&T mobility and WaterWipes (Global), creating actionable integrated briefs.
- Developed tactical tent-pole moment integrated contextual briefs for AT&T; Major Device Launches (iPhone), March Madness, College Football, Holiday Season...
- Developed integrated briefs for specific audiences, i.e., AT&T Military & First Responders campaign. The campaign focused on highlighting AT&T as an empathetic and understanding partner to the audience instead of the usual “Thank you for your service” message, which was perceived as gimmicky and inauthentic.
- Co-wrote an Effie case for AT&T’s “It’s not complicated” mobility campaign. The campaign helped reverse a half-decade long trend of losing market by simplifying the complexities of the telecom category and using Lily the beloved AT&T spokesperson as the “explainer in chief”.
- Wrote and presented multiple thought leadership reports and presentations to senior AT&T clients. Such as “We Are Boomers” white paper on the 55+ audience that explored boomers beyond the stereotypes and from an objective POV, providing a comprehensive view, from their health & happiness to their tech and social media habits with implications for AT&T.
- Developed the global strategy for WaterWipes that would bring the new brand archetype (Hero/protector) to life. Using product truths (RTB) and distinctive assets, the brief outlined the fact that when it comes to protecting sensitive baby skin, with the right product at hand “less can actually do more”.
- Designed and conducted an internal tracking survey for BBDO LA culture and developed LA office’s internal values.

Interpublic Group - Campbell Ewald, Director Brand Planning, Los Angeles, March 2017 – July 2019

- Lead brand planner on Kaiser Permanente, developing overarching integrated brand and tactical briefs including campaign ecosystems and writing thought leadership pieces on the state of health to provide insights to the annual brand planning process.
- Put the tension of “Everyone wants to live a long life, but no one wants to get old” at the center of the brief for Kaiser Medicare that led to the creative campaign “Your best is yet to come” that celebrated human achievements in later stages of life.
- Worked closely with the data analytics and performance media teams and developed annual measurement plans to track the communication performance for both national and regional campaigns.
- Refreshed the Thrive campaign to defy stereotypes of what healthy looks like and brought attention to the issue of healthcare disparities, raising questions about what thriving means in different communities.
- Developed creative and media integration briefs to raise awareness about the importance of mental health, resulting in the “find your words” omni-channel advocacy campaign for Kaiser Permanente.
- Successfully analyzed more than 300 historical Radio, TV and digital assets, mapped the assets against messaging framework and brand metrics, and identified gaps and implications.
- Conducted communication assessments for regional markets to address strategic challenges and recommendations.

Dailey and Associates (IPG), Senior Brand Strategist, – Los Angeles, June 2015 – March 2017

- Lead planner for Nestle sugar and chocolate brands and Honda Power Sports (Motorcycles), contributing strategist for LEGOLAND California, Alive! Multivitamins, American Idol, and 4H.
- Designed and led qualitative research that led to uncovering relevant insights to position the new Honda Goldwing, resulting in a successful campaign that emphasized on “why” people go on road trips and not “how”.
- Worked closely with partner agencies and brand managers in workshops to develop new brand platforms for Butterfinger (Bolder than Bold) and SweetTarts (Find your tart).
- Used a combination of qual studies (In depth interviews) and social listening (Netbase) that led to developing the “Awesome Awaits” platform for Legoland California.

Freelance - NEATO (The Many), Senior Brand Strategist, Los Angeles, Nov 2014 – March 2015

- Developed brand foundations and attributes for a new cognitive enhancement supplement. Conducted stakeholder interviews, secondary research and competitive analysis and delivered positioning strategy, audience definition and creative briefs.

Speaking Roles:

ANA (2023)

Presenter – Context, the key to relevancy.

Campaign US (2021)

Panel Member – Adland from the immigrant perspective

AAF Baton Rouge (2019)

Speaker - The search for truth in a post-truth era

3% conference (2018)

Panel member - Be a parent in advertising

Planning Tools:

NetBase, Crimson Hexagon, Simmon’s, MRI, Mintel, Warc, CMI, eMarketer, AYTM

Software Proficiency:

Mac, Windows, MS Office, Keynote, Adobe Creative Suite

Education:

Certificate in Behavioral Economy - University of Chicago
Booth School of Business Executive Education 2021

Bachelor of Science, Azad University, Northern Tehran
branch 1999

Personal Website (photography)

rezarp.com

Work Experience – Outside US

Head of Strategy - ResanehKhallagh Advertising Agency – Tehran, Jun 2011 – April 2014

Lecturer - Vije School of Visual Communications – Tehran, September 2009 – April 2014

Business development & Operations - Azadea Group – Tehran, Jun 2008 - Jan 2011

Strategy Lead - Engar Advertising and Marketing Consultants – Tehran, Jun 2004 –June 2008

Account Planner - Eshareh Marcom Agency – Tehran, Sep.2003–Jun. 2004