

SERENE HASSOUNA

UAL | CHALHOUB GROUP | BRAND
STRATEGY & COMMUNICATION

CONTACT

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- London

SKILLS

- Brand Strategy & Positioning
- Consumer & Market Insights
- Presentation & Storytelling
- Presentation & Stakeholder Communication
- Project Lifecycle Management

EDUCATION

MA Fashion Journalism & Content Creation London College of Fashion

2024-2025

- Writing, content creation, social media
- SEO
- Content planning
- Interviewing




BSc Cosmetic Science

London College of Fashion

2019-2022

- Upper second class honours
- Creative, technical, and formulation knowledge
- Product ideation, development, and management

LANGUAGES

- English 
- Arabic 
- French 

REFERENCE

Andrew Tucker | University of the Arts London
a.tucker@fashion.arts.ac.uk

Nour Sehanoui | Chalhoub Group
nour.sehnaoui@chalhoub.com

Saitali Tomoglu | United Group
saitali.tomoglu@unitedcosmetics.co.uk

PROFILE

Brand strategist with cross-disciplinary expertise in brand, communication, and product development across fashion, beauty, and luxury sectors. Skilled in researching and turning consumer and cultural insights into impactful strategies with a 5 year product plan, I worked part of a wider team in launching brands for the EMEA market, partnered with creative teams to deliver campaigns, and worked with leadership to align brand positioning to business growth. With experience spanning research, strategy development, creative briefing, and market measurement, I thrive in shaping ideas that are both commercially effective and culturally resonant.

WORK EXPERIENCE

MA Communication

London College of Fashion

Sep 2024 - Sep 2025

Inspired by my previous jobs of building brands and curating tone of voices, I took a purposeful one-year break from work to pursue my Master's degree, which allowed me to deepen my expertise in communication and develop skills in brand image.

- Building expertise in media-agnostic brand communication and strategy, with a focus on insight-driven creative development.
- Producing editorial and campaign concepts that explore the intersection of culture, branding, and consumer behaviour.
- Applying frameworks in marketing theory and effectiveness to live briefs and academic projects.

Product & Concept Development: Luxury Beauty

Chalhoub Group

Apr 2023 - Sep 2025

Worked within the innovation division of the Middle East's premier luxury fashion and beauty group, driving product launches and elevating strategic brand initiatives aligned with prestigious heritage and market excellence.

- Led product strategy for two key luxury beauty launches (Haze UAE and Yeda UAE), crafting 5-year roadmaps tailored to evolving luxury consumer trends and market dynamics.
- Formed go-to-market strategy including product positioning, launch readiness, and post-launch evaluation with cross-functional teams.
- Synthesised 4Cs inputs (category, consumer, company, culture) into brand positioning strategies for fragrance launches in the EMEA market.
- Conducted in-depth competitive market research and leveraged consumer insights to refine product features, creative briefs, and positioning strategies reflecting luxury market expectations.
- Partnered with creative and marketing teams on brand decks, lookbooks, and campaign messaging, ensuring alignment with tone, exclusivity, and cultural resonance.
- Conducted competitor and consumer research to inform creative briefs and refine campaign strategies across media (retail, social, experiential).

Product Development & Market Researcher: Beauty

United Group

Jul 2022 - Dec 2023

Supported the development and market positioning of premium personal care products within one of the UK's leading supplier-retailer networks, emphasizing luxury, quality, and consumer desirability.

- Partnered with buyers and suppliers to align on strategic product goals and deliver high-quality product pipelines under tight timelines.
- Conducted thorough market and consumer research to craft compelling product briefs.
- Worked across multiple product categories including skincare, haircare, fragrance, and cosmetics, tailoring positioning to diverse market needs.
- Managed administrative tasks such as shopping for benchmark wardrobe pieces, processing returns, and tracking sample deliveries across departments.
- Built seasonal moodboards and trend reference decks for internal creative reviews and design alignment.
- Presented weekly moodboards and beauty references in team meetings, translating visual research into actionable creative concepts for product planning.