Anita Cellini

Brand & activation strategist across design, culture and consumer brands, turning audience insight into brand direction, international campaigns, activations and experiences.

EXPERIENCE

Partner Marketing Strategist | Deezer

Paris, France — Jul 2025 - Aug 2026

- Managed €500K+ annual marketing budgets across 10+ international partners, planning activations across retail, events, paid media and branded assets to meet clear acquisition and engagement KPIs. One in-store activation delivered an 88% uplift against baseline.
- Led new partner launches from GTM planning through delivery, aligning Brand, Creative, Product, Sales and local teams while keeping a consistent global brand expression relevant to local market needs and commercial objectives.
- Planned an artist-led music event for Yettel subscribers, owning the concept, event theme, brand communications, guest journey and branded touchpoints, while coordinating with the partner to deliver against a clear acquisition goal.
- Helped launch Deezer for Business across brand expression, partner materials, launch assets and merchandise.

Strategist | AKQA

Copenhagen, Denmark — Feb 2022 - Jun 2025

- Led international brand strategy projects, combining research with creative direction and aligning Strategy, Creative, Design and client teams from insight to delivery.
- Led a six-month Customer Experience strategy for Saadiyat Island, translating research into customer journeys, experience principles and culture-led activations across physical, digital and experiential touchpoints. The project was rated 9/10 by the client and led to €2.5M in follow-on work.
- Shaped an A&D engagement strategy for Fredericia Furniture across editorial storytelling, spatial digital experience and community activations including 3daysofdesign, contributing to a 30% increase in qualified website leads.

EDUCATION

Master's in International Marketing and Management

Copenhagen Business School

- Project: Direct-to-consumer strategy in the luxury furniture sector

Bachelor's in International Business Administration

Rotterdam School of Management, Erasmus University

- Minor: Creative Economy & Organisations

SKILLS

- Brand strategy & activation
- Project management & delivery
- Experiential marketing & events
- Guest journeys & audience experience
- Brand consistency & local adaptation
- Partnerships & community activations
- Cross-functional collaboration
- Budgets, timelines & KPIs

LANGUAGES

- English: Fluent
- Italian: Fluent
- Spanish: Advanced
- French: Intermediate
- Danish: Beginner

CONTACT

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