

SARAH BESSON VIGO

Brand Strategist

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I am a bilingual brand strategist who moved from Paris to Toronto because I was curious about what a new city, a new market, and a new creative culture could teach me. I have two years of agency experience building brand platforms, leading consumer research, and facilitating workshops for international clients - and I've spent the last few months doing that same work independently. I'm drawn to strategy that earns its place in culture: rigorous enough to hold up, human enough to actually land and create movement.

WORK EXPERIENCE

Brand Strategist

Centdegrés (Creative Agency) | Paris, FR

Sept 2021 – Mar 2023

- Built bilingual brand platforms end-to-end, from consumer research and stakeholder interviews through platform writing, messaging frameworks, and creative brief inputs for 6+ simultaneous client accounts including Mercedes-Benz (Land, Sea, Air fragrance line).
- Led qualitative research: designed discussion guides, conducted in-depth interviews, synthesized findings into insight reports that directly shaped strategy for brands.
- Facilitated workshops with international clients across beauty, fragrance, wellness, and lifestyle; translated complex briefs into strategic frameworks that aligned creative, client, and leadership teams.
- Managed expectations and built trust across teams: proactively surfacing issues, proposing solutions, and maintaining quality under deadline pressure.
- Stepped into a management role during a team lead's leave: overseeing workflows, onboarding a new team member, and reporting to agency executives.

Communication Officer

Finance for Tomorrow | Paris, FR

Sept 2020 – Aug 2021

- Developed bilingual strategic communication plans aligned with UN SDGs; monitored industry trends and synthesized findings into stakeholder-facing reports.
- Produced research-backed editorial and digital content, translating complex sustainable finance topics into narratives that resonated with non-specialist audiences.
- Coordinated cross-functional teams across communications, design, and events. Managing timelines and deliverables.

PERSONAL PROJECTS

Mock cases for brands and institutions I believe in.

The Broadview Hotel — Hospitality

In progress · 2027

Ad Campaign concept · Cultural positioning · Multi-channel activation

For the 10-year anniversary: don't celebrate the building, celebrate what happens inside and around it. The Broadview isn't just a hotel. It's the beginning of many Toronto stories.

Independent brand strategy works for early-stage founders. From research through platform, naming, and messaging.

Multidisciplinary Design Studio — Furniture · Photography · Screen Prints

In progress · 2026

Brand positioning · Consumer research & personas · Messaging & tone of voice · Visual identity direction

A brand built around a productive tension: the idea that good design makes you live in the moment and remember it forever.

Curated Gift Box Brand — Women-owned · Community-driven · Customize

In progress · 2026

Brand positioning · Naming strategy · Consumer research & personas · Messaging & tone of voice

Two best friends building a gifting brand rooted in memory, intention, and a community of women entrepreneurs.

EDUCATION

Master's Degree — Communications & Marketing Strategies

2020 – 2022

European Communication School | Paris, FR

Master's Degree — European Affairs

2017 – 2019

Sorbonne University | Paris, FR

SKILLS

Strategy

- Brand platform & positioning
- Consumer research, interviews & personas
- Competitive & cultural analysis
- Workshop design & facilitation
- Creative brief & campaign narrative writing

Communication

- English (fluent) · French (native) · Spanish (native)
- Tone of voice & messaging frameworks
- Strategic deck writing & presentation
- Google Workspace · MS Office · Adobe Suite

CURRENTLY

Writing papers on hospitality, cats, dancing... and how they are culturally relevant, if not utterly necessary, in today's society.

Reading sociology essays and thrillers.

Thinking about my next cooking competition.

Watching a lot of films.

Trying to understand Toronto the way I understand Paris - one neighbourhood at a time.