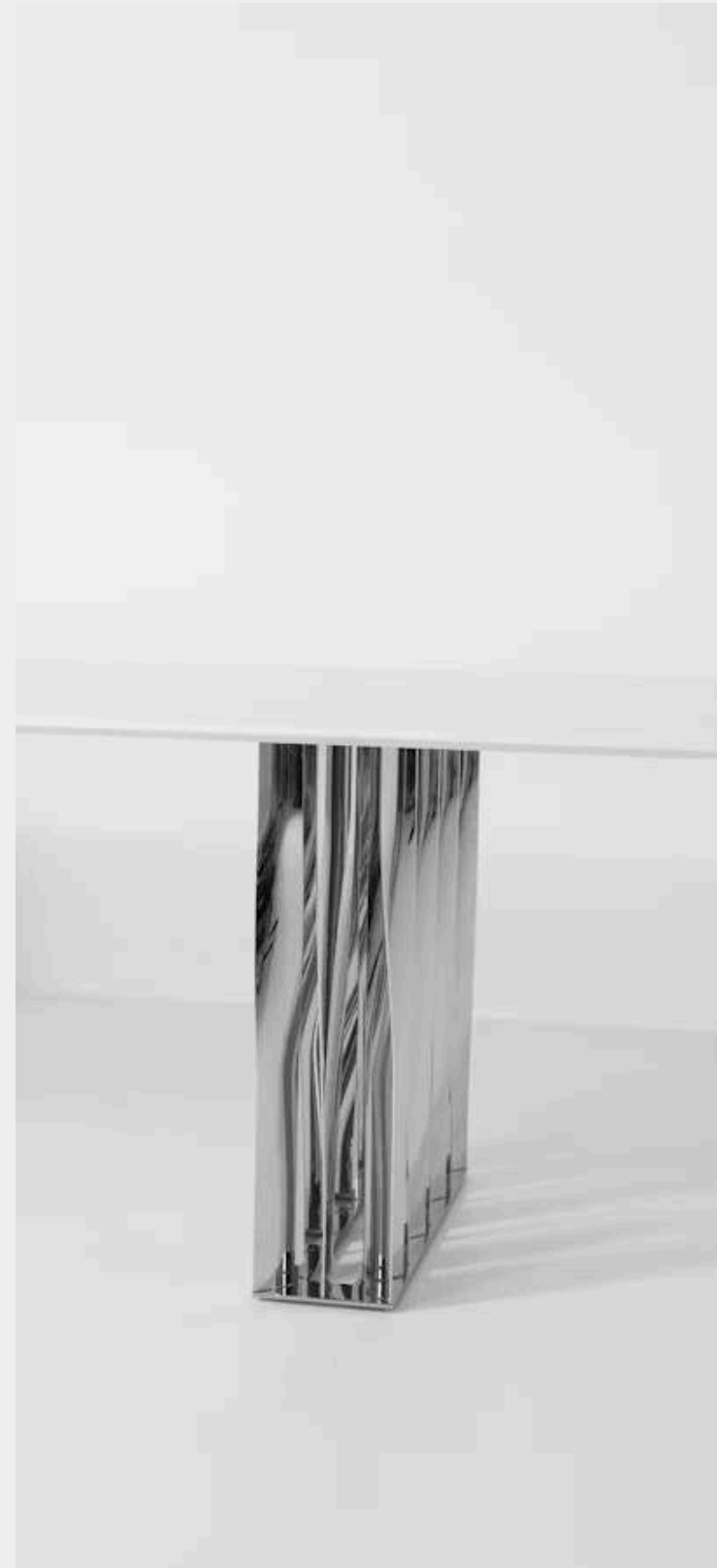


SMALL AGENCY.  
BIG IDEAS.  
GLOBAL MINDSET.

[WWW.BITSOFBRAND.COM](http://WWW.BITSOFBRAND.COM)

[MIRNA@BITSOFBRAND.COM](mailto:MIRNA@BITSOFBRAND.COM)



# MARKETING & COMMUNICATIONS AGENCY

BITS —  
*of* brand

# BEHIND THE BRAND.

Hi, I'm Mima Huhoja-Doczy, founder of Bits of Brand, a small but mighty marketing and communications agency with a global outlook and local flair. I bring over 12 years of experience and a network of creative collaborators to help brands stand out, speak clearly, and connect meaningfully.

BECAUSE EVERY  
BRAND IS MADE OF  
BITS THAT MATTER.

(01)



---

**MISSION:** TO BUILD BRILLIANT BRANDS, BIT BY BIT, THROUGH SHARP STRATEGY, BOLD IDEAS, AND STANDOUT STORYTELLING.

---

**VISION:** TO HELP GREAT IDEAS GET NOTICED WITH SMART, SIMPLE, AND STRIKING COMMUNICATION.

---

BITS —  
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# MARKET INSIGHTS



**Standing out as a brand requires more than good design or clever campaigns; it demands trust.**

According to recent research, 60% of consumers are more likely to buy from brands that produce authentic content, and 86% say transparency is a key factor in deciding who to support. At the same time, many businesses, especially small and creative ones, struggle to communicate clearly and consistently while staying true to their voice.

**Bits of Brand was created to bridge that gap.**

(02)

**BITS** —  
*of* brand



# SERVICES

Helping brands be seen,  
heard, and remembered,  
for the right reasons.

**STRATEGIC  
COMMUNICATION**

BRAND MESSAGING

CONTENT STRATEGY

PR AND MEDIA RELATIONS

**TARGETED MARKETING  
SOLUTIONS**

CAMPAIGN DEVELOPMENT

INFLUENCER COLLABORATION

PR AND MEDIA RELATIONS

**ENHANCED ONLINE  
PRESENCE**

WEBSITE CONTENT

SEO-FRIENDLY COPY

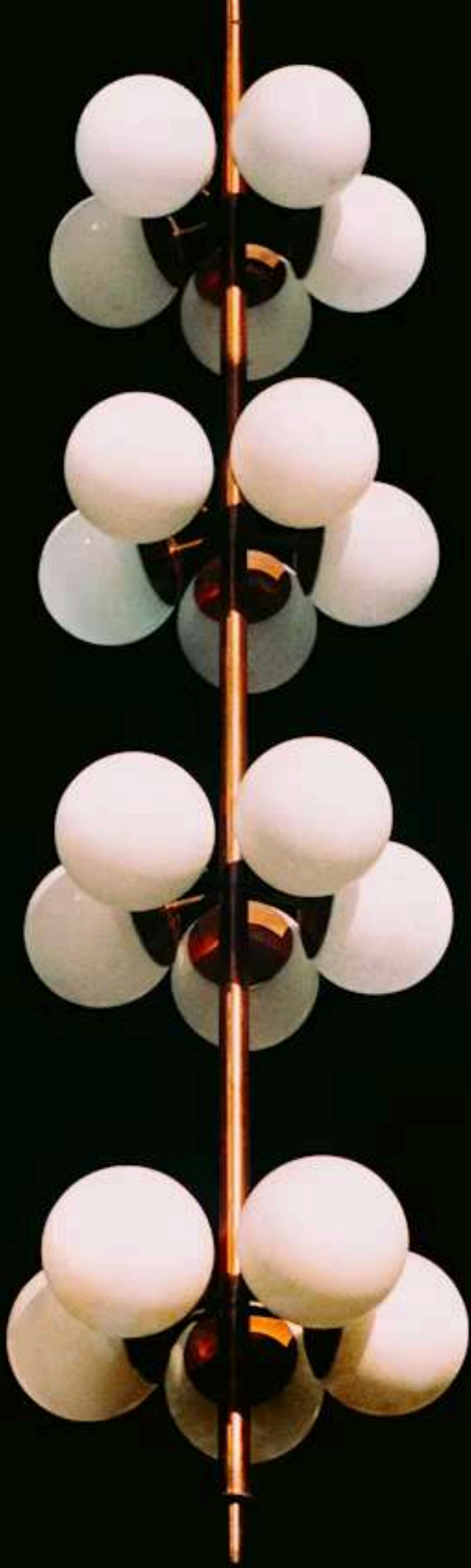
DIGITAL STORYTELLING

**CREATIVE PROJECT  
MANAGEMENT**

EVENT COMMUNICATION

EDITORIAL DIRECTION

TEAM COORDINATION





# PORTFOLIO

The following pages are just a snapshot of the work I've done over the years; there's so much more I've had the privilege of contributing to. These examples show what I'm capable of, from increasing engagement to securing media features in top design outlets.

**MARKETING AND  
COMMUNICATIONS  
CAMPAIGNS**

**(04)**

**BUILDING BRANDS,  
BIT BY BIT.**

EDITOR-IN-CHIEF | PARTNERSHIPS & CONTENT  
LEAD – D5 MAG

<https://d5mag.com/>

I'm a freelance Editor-in-Chief at D5 MAG, a Swiss online design magazine, where I've been leading the publication since its launch. The founders entrusted me with full editorial independence, and I've shaped the magazine from the ground up, setting the tone, growing the audience, and building a talented team of five. I oversee everything from content strategy and SEO to writer training and daily publishing. Thanks to a mix of smart topic research and consistent quality, we've achieved impressive growth. I've also expanded the magazine's reach through partnerships with major industry events like NYCxDESIGN, NeoCon, and HIVE Furniture Show.



MONTHLY  
STATISTICS

MONTHLY METRICS FOR  
2024

461k	Total Impressions
479k	Social Media Reach
63k	E-mail Subscribers
42k	Page Views



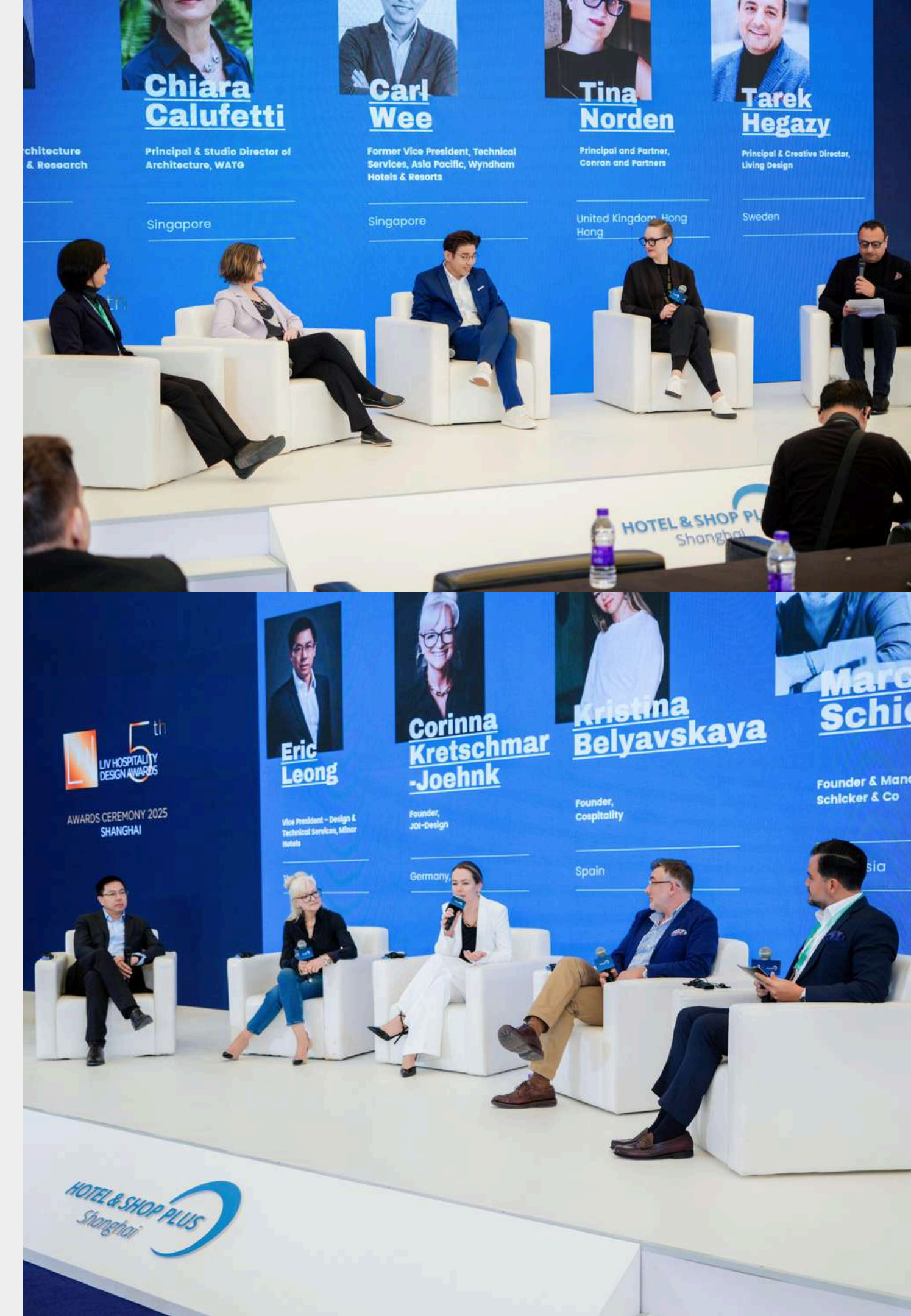
## LIV HOSPITALITY DESIGN CONFERENCE, SHANGHAI, APRIL 2, 2025

[livawards.com](https://livawards.com)

I supported the LIV Hospitality Design Conference both before and during the event. In the lead-up, I managed marketing and communications, shaping the event's messaging, producing promotional content, and helping increase visibility across digital and industry channels.

During the event itself, held at the Shanghai New International Expo Center alongside the Hotel & Shop Plus Tradeshow, I coordinated stage operations, working closely with the technical team to ensure all presentations, visuals, and video content were played on cue behind the speakers.

The conference featured high-profile names in hospitality and design, including keynote speakers Tina Norden (Conran and Partners) and Corinna Kretschmar-Joehnk (JOI-Design). I worked closely with panelists such as Chiara Calufetti-Lim (WATG), Carl Wee (Wyndham Hotels), Huan Zhu (Wanda Hotel Design & Research Institute), Kristina Belyavskaya (Cospitality), Marc Schicker (SCHICKER & Co.), and Eric Leong (Minor Hotels), as well as moderators Tarek Hegazy (Living Design) and Arturo Sim (VHC Global). It was a fast-paced, content-rich event, and I'm proud to have played a key role in both its preparation and successful execution.





# Communications & Marketing

LIV Hospitality Design Awards

Managed by Three C Group GmbH

CONTACT: [press@3cawards.com](mailto:press@3cawards.com)

FOR IMMEDIATE RELEASE

February 25th, 2025

5<sup>th</sup>

LIV HOSPITALITY DESIGN AWARDS

LIV AWARDS

SPEAKERS



**Chiara Calufetti**  
Principal & Studio Director  
of Architecture, W&P  
Singapore



**Carl Wee**  
Vice President, Technical  
Services, Asia Pacific,  
Wyndham Hotels & Resorts  
Singapore



**Tina Norden**  
Principal and Partner,  
Crown and Partners  
United Kingdom, Hong Kong



**Tarek Hegazy**  
Principal & Creative  
Director, Living Design  
Sweden



**Huan Zhu**  
General Manager Architecture Wanda  
Hotel Design & Research Institute  
China



**Eric Leong**  
Vice President - Design &  
Technical Services, Hilton  
Malaysia



**Corinna Kretschmar-Joehnk**  
Founder, JKH-Design  
Germany, India



**Marc Schicker**  
Founder & Managing Director,  
Schicker & Co  
Austria



**Arturo Sims**  
Managing Partner  
and Founder  
Hong Kong



**Kristina Belyavskaya**  
Founder,  
Hospitality  
Spain

## LIV HOSPITALITY DESIGN AWARDS CONFERENCE IN SHANGHAI - SPEAKERS ANNOUNCED!

The LIV Hospitality Design Awards announced an exciting lineup of speakers for the conference on April 2, 2025, in Shanghai. The event will focus on trends and challenges in hospitality design, bringing together industry leaders and experts. Attendees can look forward to gaining practical insights and making valuable connections while enjoying the energy of the Hotel & Shop Plus Tradeshow.

 email copywriting

 coordinating with AV team on-site

LIV HOSPITALITY DESIGN CONFERENCE,  
SHANGHAI, APRIL 2, 2025



## BLT BUILT DESIGN AWARDS 2024

[bltawards.com](http://bltawards.com)

In 2024, I was in charge of both marketing and PR for the BLT Built Design Awards, handling everything from strategy to execution. On the marketing side, I ran the full email campaign, writing and scheduling over 30 targeted newsletters throughout the year, segmented by audience (previous participants, architects, designers, students, media, partners). I also managed Facebook and Instagram ads with a combined reach of over 500,000 and helped boost submissions through A/B testing and creative tweaks across visuals and copy.

For PR, I wrote all the press releases, pitched stories, and followed up (a lot). We ended up with 20+ international features across design media, including DesignWanted, STIRworld, Archinect, e-architect, Hospitality Net, v2com, and more.



14

CONSTRUCTION & BÂTIMENT ACTUALITÉS

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see. think. inspire. reflect

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ONTARIO'S ONLY MAGAZINE FOR SUSTAINABLE BUILDING AND ARCHITECTURE

Zaha Hadid Architects



# LIV HOSPITALITY DESIGN AWARDS CEREMONY – BUDAPEST, APRIL 14, 2023

[livawards.com](https://livawards.com)

I had the pleasure of leading the marketing strategy for the LIV Hospitality Design Awards ceremony, held at the stunning Four Seasons in Budapest on April 14, 2023.

Working alongside co-founders Astrid Hebert and Hossein Farmani, I took charge of the full marketing rollout, from emails and web content that built anticipation, to collaborating with the production team to ensure a seamless on-site experience.

After the event, I launched a targeted PR campaign to amplify the winners' achievements and spotlight the global innovation shaping hospitality design today. The evening brought together design leaders like Pure Design Studio, YOD Group, Scott Whittaker, and Mansoor Al Harbi, transforming the ceremony into a true celebration of creativity, vision, and excellence in the hospitality industry.

LEARN MORE



Global Design Achievements Celebrated at Exclusive LIV Hospitality Design Awards Ceremony in Budapest's Iconic Venue.

April 17, 2023

The LIV Hospitality Design Awards celebrated the winners of the 2020 – 2021 and 2022 editions at an exclusive ceremony held on the 14th of April 2023 in Budapest, Hungary. The event was a momentous occasion to recognize and honor the exceptional achievements of hospitality design professionals from all corners of the world. The stunning Four Seasons Gresham Palace, known for its rich cultural heritage and Art Nouveau architecture, provided the perfect backdrop with its luxurious blend of Hungarian and European design elements, opulent interiors, and breathtaking stained glass windows.

The ceremony was presided over by Astrid Hebert and Hossein Farmani, co-founders of the LIV Hospitality Design Awards. The winners were presented with their trophies to resounding applause from the guests, as they took the stage to bask in the recognition of their achievements. Adding to the prestige of the occasion were Monika Moser and Tarek Hegazy, distinguished jury members of the LIV Awards, who invited winners to the stage to receive their well-deserved recognition. Monika Moser, Chief Operating Officer of Campbell House is a "hotelier at heart," with over 25 years of operational hospitality industry experience, bringing a unique cultural perspective and a deep understanding of luxury hotel service to the event. Tarek Hegazy, with his long and illustrious career spanning over 33 years, and as the CEO and Creative Director of Living Design, one of the leading Interior Design studios in Europe and Scandinavia, brought a wealth of expertise to the panel.



Astrid Hebert commented on the significance of the awards: "The LIV Hospitality Design Awards ceremony was an extraordinary gathering of the most talented and creative designers in the industry. The atmosphere was electric, and it was inspiring to see such a high level of innovation and artistry on display. The event brought together an incredible mix of designers, architects, and industry professionals, and I would like to express my gratitude to everyone who attended and made it such a memorable occasion."

The evening celebration featured presentations of the "Design of the Year" winning projects, followed by a cocktail reception, where attendees had the opportunity to meet the winners, jury members, press representatives, and the organizing team. It provided an ideal setting for guests to network and build new professional connections, cementing the awards' status as a premier platform for the hospitality design industry. The event was attended by industry leaders, including Pure Design Studio, winners of the title of Architectural Design of the Year 2022, an Architecture Office firm centered around Hospitality Architecture – YOD Group from Kyiv, Ukraine, talented designers from COR London Studio, Scott Whittaker, Group Creative Director and chair of dwp's design council, Mansoor Al Harbi, Emerging Architect of the Year 2022, and many more.

Bringing together over 120 talented architects and designers from around the globe, the LIV Hospitality Design Awards ceremony was a truly international affair, with participants hailing from 22 countries including the USA, Japan, China, Hong Kong, Ukraine, Laos, Thailand, United Arab Emirates, Brazil, Spain, France, United Kingdom, Austria, and Vietnam, among others. The LIV Hospitality Design Awards ceremony was a resounding success, celebrating the exceptional achievements of the winners and showcasing the excellence of the hospitality industry. The event left attendees feeling inspired and excited about the future of design, and it was a testament to the power of creativity and innovation in shaping the world around us.



# Communications & Marketing

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## Global Design Achievements Celebrated at Exclusive LIV Hospitality Design Awards Ceremony in Budapest's Iconic Venue.

The Awards brought together some of the brightest and most accomplished designers to celebrate outstanding achievements in the hospitality industry.

LIV Hospitality Design Awards

6 min read · 18 April 2023

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## GLOBAL DESIGN ACHIEVEMENTS CELEBRATED AT LIV HOSPITALITY AWARDS CEREMONY IN BUDAPEST

April 19, 2023

The LIV Hospitality Design Awards brought together some of the most brightest and most accomplished designers to celebrate outstanding achievements in the industry. The award ceremony was a fantastic opportunity for professionals and emerging talents to connect and spotlight the industry's finest.

**Budapest, Hungary** — The **LIV Hospitality Design Awards** celebrated the winners of the 2020 – 2021 and 2022 edition at an exclusive ceremony held on the 14th of April 2023 at in **Budapest, Hungary**. The event was a momentous occasion to recognize and honor the exceptional achievements of hospitality design professionals from all corners of the world. The stunning **Four Seasons Gresham Palace**, known for its rich cultural heritage and Art Nouveau architecture, provided the perfect backdrop with its luxurious blend of Hungarian and European design elements, opulent interiors, and breathtaking stained glass windows.

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News 12 years ago



Written by: LIV Hospitality Design Awards

Photography: LIV Hospitality Design Awards

The **LIV Hospitality Design Awards** brought together some of the brightest and most accomplished designers to celebrate outstanding achievements in the industry. The award ceremony was a fantastic opportunity for professionals and emerging talents to connect and spotlight the industry's finest.

**Budapest, Hungary** - The **LIV Hospitality Design Awards** celebrated the winners of the 2020 – 2021 and 2022 edition at an exclusive ceremony

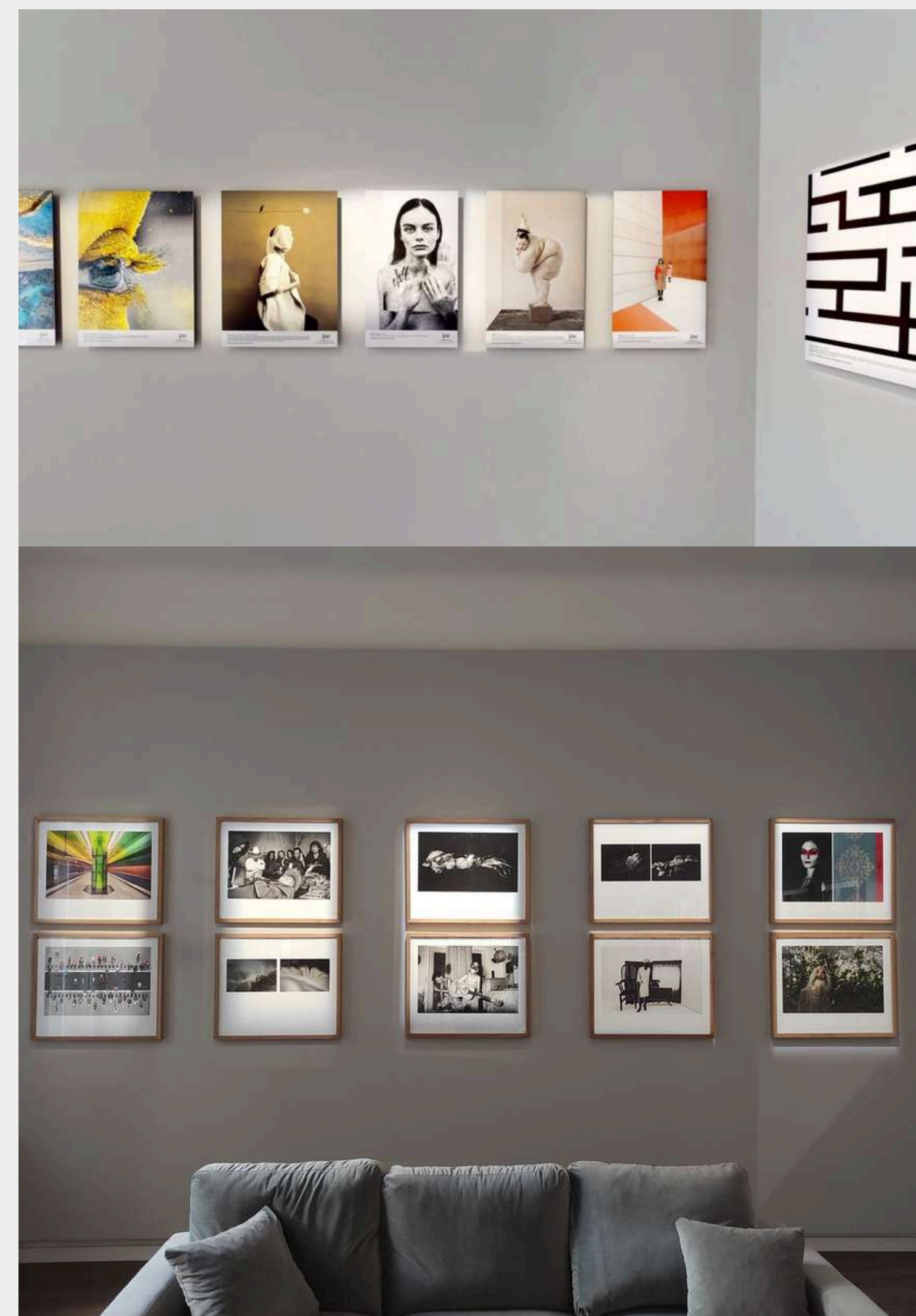
## LIV HOSPITALITY DESIGN AWARDS CEREMONY – BUDAPEST, APRIL 14, 2023



## HOUSE OF LUCIE GALLERY, BUDAPEST (2019-2021)

[houseoflucie.org](https://houseoflucie.org)

From its opening in 2019 until 2021, I handled marketing for House of Lucie in Budapest. I was in charge of promoting exhibitions, building the gallery's local presence, and creating content that resonated with the art and photography communities. During the pandemic, when physical visits weren't possible, I came up with the idea to create a virtual exhibition and led the process of turning it into reality, bringing together a team to design a 3D version of the gallery space so audiences could still engage with the art online. From social media and press outreach to event support and visual branding, I worked closely with the team to make sure House of Lucie remained visible, relevant, and inspiring, even in lockdown.





## Press Release Writing & Distribution

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# IPA INTERNATIONAL PHOTOGRAPHY AWARDS 2020 WINNERS – GLOBAL COVERAGE SECURED (BBC, FORBES, VANITY FAIR, AND MORE)

[photoawards.com](http://photoawards.com)

For the 2020 IPA International Photography Awards, I worked on a press release that showcased the winners and their amazing work. I wrote and distributed it, making sure it reached the right people. This meant doing research to find the best contacts and following up with PR professionals to get the most coverage. The result was a well-placed release that appeared in top publications worldwide.

CASA  
VOGUE

ELLE  
DECOR

VANITY FAIR

HKFP

HONG KONG FREE PRESS

B B C

LEARN MORE



ipa ~ int'l photography awards ~

For Immediate Release  
Los Angeles, October 27th, 2020  
Mirna Huhoja-Dóczy / [mirna@farmanigroup.com](mailto:mirna@farmanigroup.com)

-- 2020 IPA Winners Announced --  
Awe-Inspiring Finalists of the International Photography Awards!

*The 2020 International Photography Awards has received more than 13,000 submissions from some of the most important photographers from around the world, and the judges have faced the incredibly challenging task of selecting the winners in each of the 13 categories.*



*Looking out from Within, 2020 by Julia Fullerton-Batten*

Showcasing some of the most outstanding photographic work from around the globe, the world-renowned International Photography Awards (IPA) has named the Category Winners and finalists in its 2020 Photography Competition for the Professional and Non-Professional/Student categories.

The judges praised this year's winners for their exceptional work across various genres and styles. Hossein Farmani, IPA's founder and president, commented, "In these unprecedented times, this year's entries reflect some of the biggest challenges facing our generation—not the least of which is dealing with a virus which, for the first time, is an event that has affected every person on earth in some way. We see photography at its best—whether covering the Covid pandemic, or the world's uprising against injustice—the images captured are breathtaking. I can easily say these are the best images I have seen in the last decades."

IPA's distinguished international jury of renowned photography experts judged over 13,000 entries from 120 countries around the world to finally select these outstanding category winners. In order to support and honour the outstanding work of both professional and amateur photographers around the world during the COVID-19 crisis, International Photo Awards will match the cash prizes that are awarded to the Category Winners this year with an equal cash donation to the charity of the winning photographer's choice in their community.

#### IPA 2020 PROFESSIONAL CATEGORY WINNERS

Finalists for "INTERNATIONAL PHOTOGRAPHER OF THE YEAR"

(The top award in the Professional Categories includes The Lucie Trophy and a \$10,000 cash prize)

Mike Dodd - A sustainable future of exquisite luxury mobility, [Advertising](#)

Paulius Makauskas - New Seas, [Analog / Film](#)

Jesus M.Chamizo - From the stage, [Architecture](#)

Sebastian Copeland - ANTARCTICA: The Waking Giant, [Book](#)

Nicolo Filippo Rosso - Exodus, [Denver Perspective](#)

Kiran Ridley - Pro Democracy Demonstrations, Hong Kong: The Revolution of Our Time,

[Editorial / Press](#)

Katja Ogrin - Elements, [Event](#)

Julia Fullerton-Batten - Looking out from Within, 2020, [Fine Art](#)

Ari Rex - Black Mountain, [Nature](#)

Brian Hodges - Odilo Laviny - Handmade soccer balls, [People](#)

Sawyer Russel - The Silent Menace, [Special](#)

Howard Schatz - Bodies of the NFL, [Sports](#)

Iwona Podlaskinska - The journey to the land of dreams, [Still in Motion / Video](#)



*"Miles from the main roads in rural Uganda, soccer balls bounce unevenly. Playing fields are arid, lush, weedy,*



## Social Media Advertising

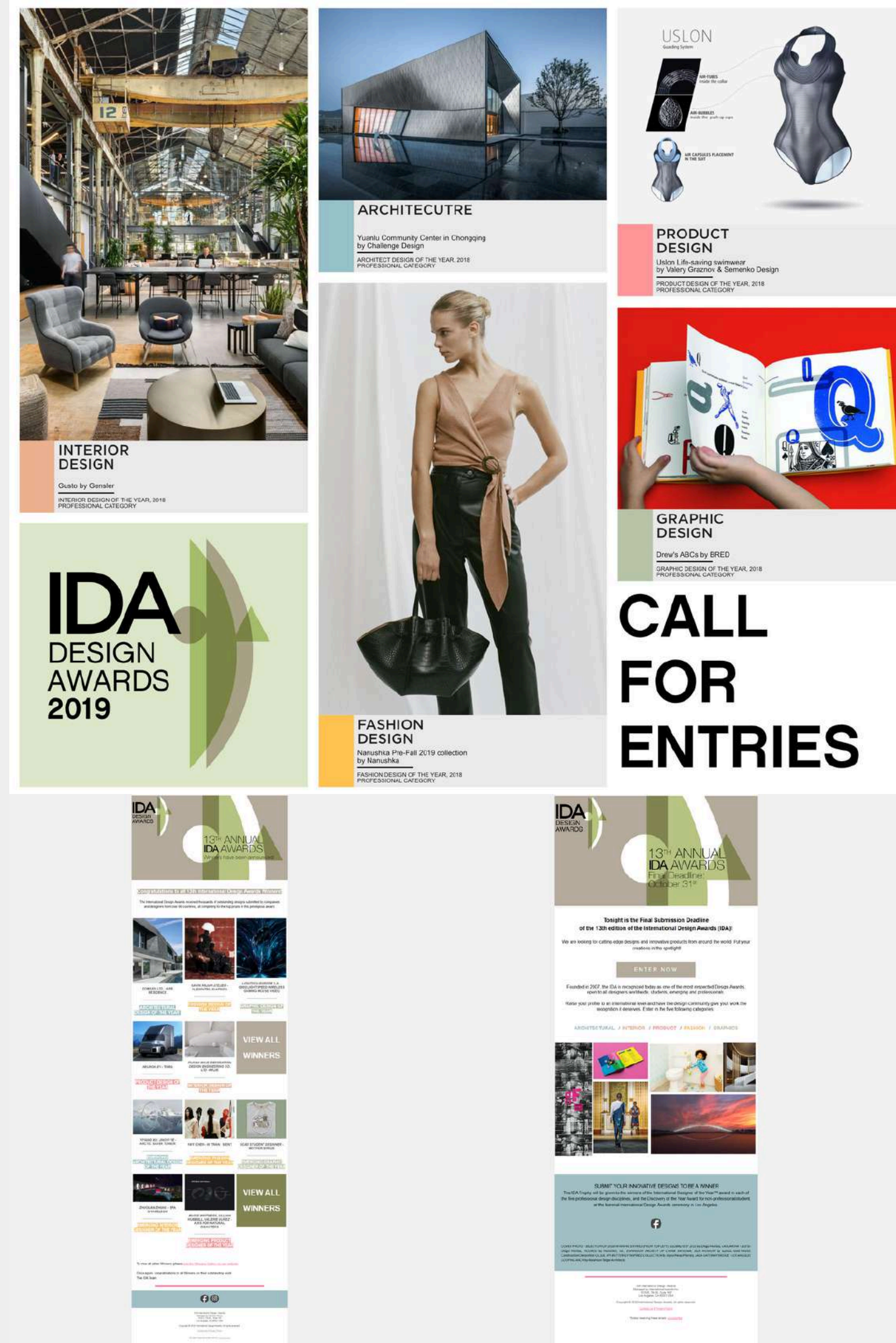
BITS  
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# INTERNATIONAL DESIGN AWARDS 2019

[www.idesignawards.com](http://www.idesignawards.com)

Back in 2019, I took the lead on both the Facebook and Instagram advertising and the full email marketing strategy for the International Design Awards, with the goal of expanding global reach and boosting submissions. On the social side, I built custom audiences from scratch, targeting based on design interests, behaviors, and past engagement, then tested formats like video ads and carousels highlighting past winners. I monitored results closely and continuously optimized targeting and creatives to improve performance.

At the same time, I managed the entire email workflow: from planning the campaign schedule and segmenting the audience list to writing and designing each email to align with our visual identity and tone of voice. By syncing the ad and email strategies, we saw a 35% increase in traffic to the entry page and a strong rise in submissions, especially from new regions like Southeast Asia and Eastern Europe. It was a fully hands-on, data-driven approach and a great example of how thoughtful targeting and consistent messaging across platforms can drive real results.





## CROWD MOBILE (2015-2017)

From 2015 to 2017, I worked with Crowd Mobile as the Balkans Manager, focusing on influencer marketing and ad campaigns across the region. Although I was a freelancer, I regularly joined team meetings at their Budapest office and their Amsterdam HQ, which gave me valuable international experience and insight into how global teams operate. My role involved building relationships with over 50 local influencers and creating content that truly connected with audiences. I managed campaigns across Instagram, Facebook, and YouTube, ensuring the brands I worked with felt authentic and relevant. Our campaigns reached over 1 million people, and I consistently looked for ways to make sure each brand stood out in the Balkans market.



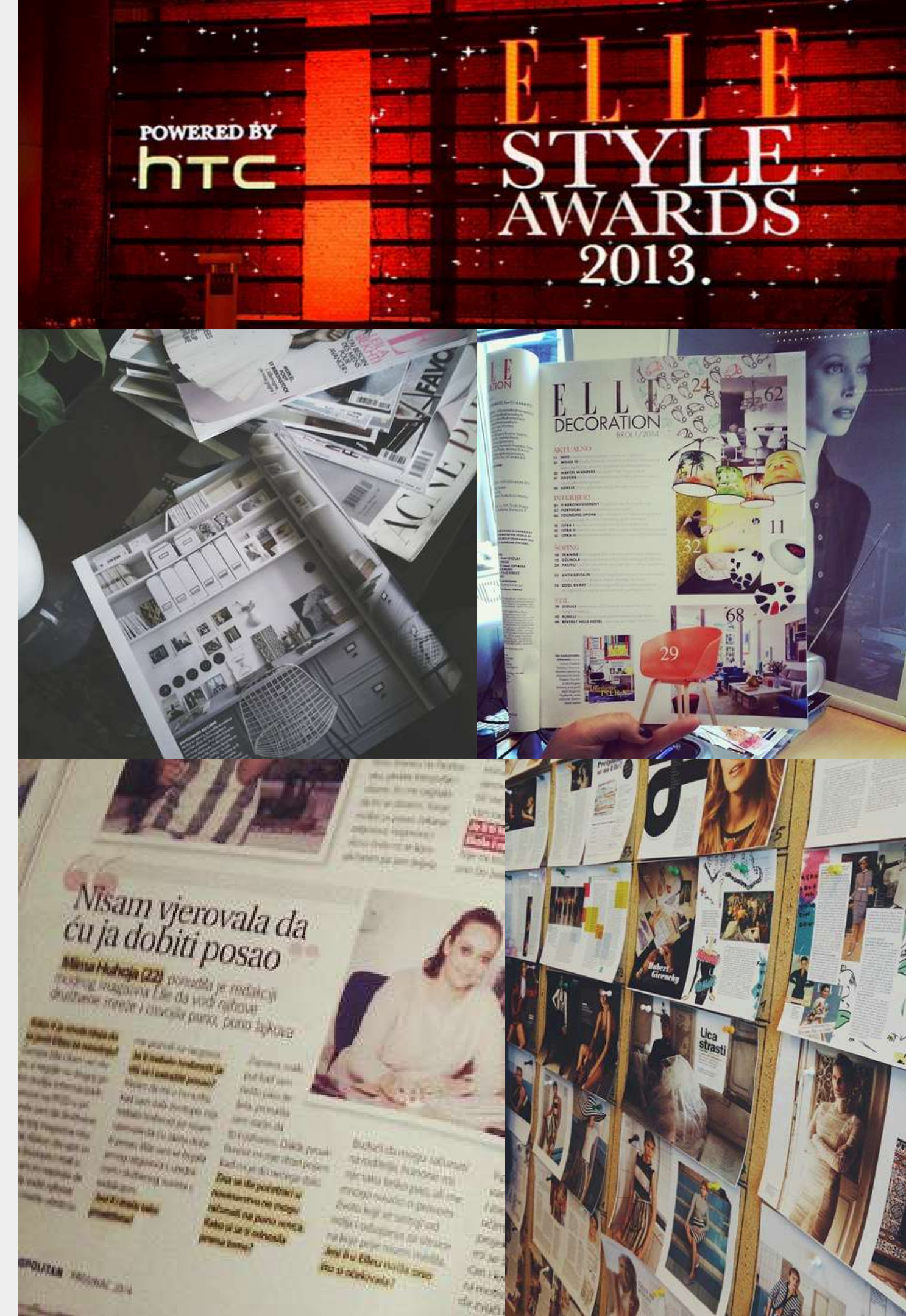


## Communications

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## ELLE CROATIA (2012-2015)

From 2012 to 2015, I was part of the team at ELLE Croatia. What started as a contributor role quickly grew into something more hands-on—I was managing social media, writing articles for elle.hr, and supporting some of the magazine's most high-profile events. One of the highlights was working on the ELLE Style Awards. I joined the team for the first edition in 2012 and continued in the following years, helping shape the event's online presence and tone. I created content that connected with readers and fashion lovers, both on social platforms and the website, making sure the experience extended beyond the print issue. It was a fast-moving few years that taught me a lot about digital communication and editorial work.





# WHAT'S NEXT FOR BITS OF BRAND?



I WANT TO KEEP THINGS SMALL, SHARP, AND PERSONAL, WORKING WITH BRANDS I GENUINELY CONNECT WITH, ESPECIALLY IN DESIGN, CULTURE, AND HOSPITALITY. THE GOAL ISN'T TO GROW FAST, BUT TO GROW RIGHT, AND STAY FLEXIBLE ENOUGH TO KEEP IT FUN. I'M FOCUSED ON QUALITY OVER NOISE, AND ON DOING WORK THAT FEELS GOOD, NOT JUST LOOKS GOOD.

[WWW.BITSOFBRAND.COM](http://WWW.BITSOFBRAND.COM)

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BASED IN CROATIA,  
WORKING GLOBALLY.

# LET'S BUILD YOUR BRAND, BIT BY BIT.

