

Hi! I'm Mathilde, art & creative director

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About

Creative concept development for luxury, fashion, beauty, lifestyle and spirits brands within an advertising sales environment (internal media & white-label). From brief to delivery: storytelling, storyboards, moodboards, art direction of photo/video shoots, set design, post-production, video editing and motion design. Rich media integration (Celtra, Ceros).

Projects developed across **Condé Nast titles** including **Vogue, GQ, Vanity Fair**, and **AD** for brands such as **Veuve Clicquot, Cartier, Ray-Ban, Mumm, Lancôme, Rolex, Land Rover, K-Way, Lacoste, Persol, Birkenstock, Nike, Rayban, Repossi...**

Experiences

Condé Nast Creative director

2021-Today

Paris II

Development of **creative concepts** within an advertising sales department for internal media platforms and white-label clients, based on **briefs across luxury, fashion, beauty, lifestyle, spirits, and 360° brands**. **Storytelling, storyboard** development, and **moodboard** creation. Production of **strong, cohesive visuals** delivered within tight deadlines. Art direction for **photo and video productions**. Video editing and motion design. Integration of rich media digital formats (Celtra, Ceros). In-house product shoots, set design, and post-production.

Clients: Veuve Clicquot, Cartier, Ray-Ban, Mumm, Asics, Lancôme, Rolex, Range Rover, Kway, Lacoste, Persol, Birkenstock, Nike...

Vilebrequin Chargée de communication

2020- 2021

Paris VIII

Creation of content for multiple formats: print, digital, motion, and 360° campaigns. Management of **e-commerce photo shoots**. International press relations and **integration of advertising** across various media. Coordination of **communication campaigns**.

Homecore Graphic & social media

2019- 2020

Paris III

Graphic design of communication materials. Management of **social media** accounts and online community engagement. **E-commerce and lifestyle photo shoots, post-production, and website management**.

Velours Graphist

2019

Reims

Graphic design for the promotion of music and cultural events. Support in **event coordination and production**. **Content distribution** across various media channels. **Organization of creative workshops**.

Euraupair Au Pair

2018

New-York

Cultural and language immersion within a New York family. Responsible for childcare and daily assistance. Organized and led creative workshops for children.

Education

LISAA, Paris XII 2021

Master's in Art Direction & 360° Communication

ESA Saint-Luc, Tournai 2018

Bachelor's in Graphic Design (with honors)

University Lille III, Lille 2014

First-year studies in Film

Lycée Marc Chagall, Reims 2013

Baccalauréat in Applied Arts

Skills

Storyboard, moodboard, video editing, motion design, photography, post-production, branding, set design, AI awareness, teamwork, organizational skills. English: B2

Technical Tools

Adobe Creative Suite, Google Workspace, WordPress, Figma, Launchmetric, Celtra, Ceros, PrestaShop, Mailchimp

(*) Hiking, cooking, magnet collecting, cinema, reading, herbalism, DIY projects, swimming, Pilates