

Valentine GERARD

Creative Content | Art Direction | Communication

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French Citizen

Creative, enthusiastic, autonomous, I am recognized for my ability to simultaneously manage multiple projects from A to Z with strong budget or deadline constraints. With a real artistic sensibility, I have designed and developed numerous communication campaigns for luxury international brands. Shooting, filming, event capture, graphic design.. I am an expert in art direction, production and management of creative content.

WORK EXPERIENCE

SENIOR ART DIRECTOR

JAEGER-LECOULTRE, Geneva SWITZERLAND March 2022 - September 2023

Conceptualise and execute original and highly qualitative stills and video for integrated marketing campaigns : Holidays Season 2022 and 2023, Watches and Wonders Novelties 2023, Chinese Valentine's Day, Chinese New Year...

Lead the art direction of photos, videos shooting , post production follow up (editing, color range, music)

Graphic Design of Social Media assets : grids, stories, reels

CHIEF MARKETING OFFICER

MOONBIKES MOTORS, Annecy FRANCE October 2020 - Feb 2022

Go to Market Europe / US Canada

Strategic and operational lead of the Communication department (3 people + externals)

Development of the new Brand Identity (logo, font...)

Website: complete overhaul of the site and implementation of an e-commerce module and SEO strategy

Creative Content: Creative Partners briefing for shooting, Movies, 3D Rendering, Sound Design

Social Media: Design, Caption, Monitoring, KPIs - LinkedIn, Instagram, FaceBook - Business Manager

WebMarketing: creation of SEA, SOCIALADS campaigns

Press: Elaboration and implementation of the PR strategy. Creation and sending of Press Kits (Europe, US / CANADA)

Publishing: Design of BtoB and BtoC sales brochures

CREATIVE CONTENT MANAGER

DE GRISOGONO, Geneva SWITZERLAND September 2015 - Feb 2020

Head of production of the brand imagery, films and creative assets, created for various usages, such as press release, social media, advertising, catalog, POS.

Creation of the in-house professional Photo Studio in order to improve the security process and cost-saving opportunity.

Led the budget, creative brief, production, art direction, talents sourcing, IP Rights negotiation, post production and

delivery of :

- 998 Products packshot (Jewelry, High Jewelry and Timepieces)
- 1250 Lifestyle images and creative still life
- 1150 Craftsmanship and know how Images
- 500 Videos and motion images
- Events Captation : Cannes Film Festival, Baselworld, Eden Roc...

Managed the photoshooting, editing and iconography of the publication

«Daring Creativity» ©Assouline - Laziz Hamani / 2017

Deployment and management of the Digital Asset Management (DAM - Bynder Solution) in order to facilitate files storage and exchange between internal and external partners.

PHOTO PRODUCER

VACHERON CONSTANTIN, Geneva SWITZERLAND / Sept 2011 - Aug 2015

Led the budget and artistic production of the global imagery of the Maison : products packshots, beauty shots (watches, table Clock, pocket watch) for press release, digital and catalog usages.

Production of various know how reportages about craftsmanship, calibers and watchmaking for press release, digital and catalog usages

Creative Partners Briefing, contracts negotiation, IP Rights

Photo producer and iconographer for the publications «Artist of Time» ©Flammarion - Bruno Ehre / 2015 ,
«Reference 57260» ©Flammarion - Jean-Marc Breguet/2015

DAM Manager : Deployment and management of the Digital Asset Management (CELUM) - In charge of the users training and support.

BRAND MANAGER - FRANCE

MATTON IMAGES, Paris FRANCE / February 2005 - September 2011

Management of two Royalty Free content websites : matton.fr and signumart.com

Both websites were specialised in creative ressources : professional fonts, premium pictures library, footages, maps...

Customer Success Activities : Iconographer , Technical expertise, resize, Model Release, Property Release

Web Management and Digital Marketing for both brands

Partnership with Library Editor (Getty Images, Corbis, Photo Alto...)

DAM Account Manager for BNP PARIBAS CORPORATE INVESTISMENT BANKING

Set up and launch of a Digital Asset Management website dedicated to their creative assets.

Collaboration with BNP PARIBAS Media Processing Team.

EDUCATION

GRADUAT Communication Visuelle

Institut Supérieur Artistique Saint-Luc
Tournai, Belgique - 1999-2001

BTS Communication des Entreprises

ISCOM, Paris, France - 1997-1999

BACCALAUREAT Littéraire mention AB

Lycée Saint-Vincent, Senlis, France - 1995

HARD SKILLS

Creative Briefing
Art Direction
Shooting + Film Supervision
Post Production Follow up
IP Rights Negotiation
Budget Leading
Artistic Production
Set Design
Adobe Photoshop
Pack Office
French / Mother Tongue
English / Fluent

SOFT SKILLS

Creative
Team Spirit
Solutions Oriented
Autonomous

HOBBIES

Photography, Fine Arts, Choir,
Music, Cinema, Yoga
Travels (40 countries)