

# Portfolio Overview

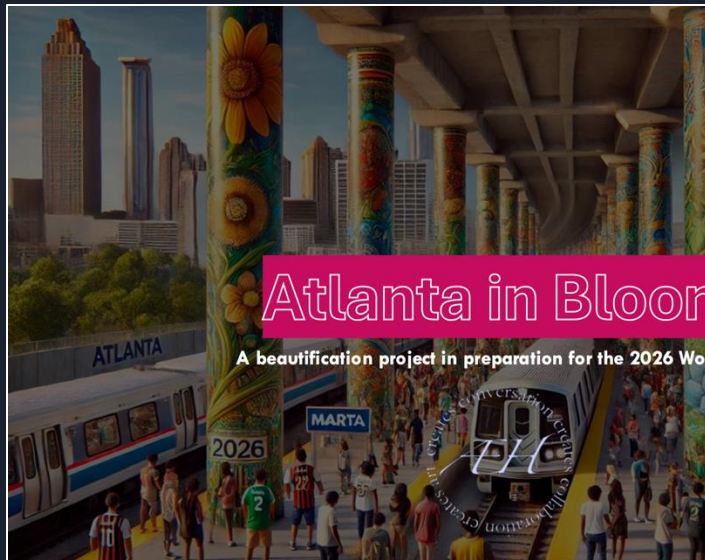


*Naomy Grand'Pierre, OLY*

*Creative Strategist | Marketing Director*

# Overview

Leverage low code and AI tools to create visual briefs and drive concept development in alignment with client KPIs and objectives.



1 Atlanta in Bloom  
A beautification project in preparation for the 2026 World Cup

2 What?  
In preparation for the 2026 World Cup, we propose the Atlanta in Bloom project which will expand upon existing initiatives and collaborations to transform MARTA's railway pillars into public art installations both residents and visitors can enjoy.

3 Why not make this cultural staple the Atlanta standard?  
Atlanta's iconic murals and graffiti along the historic Old City Street Station already serve as popular tourist destinations, contributing to \$8 billion in economic impact.

4 "the MARTA standard"

5 Why?  
Each MARTA pillar treatment across Atlanta serves as a blank canvas for our artists to reimagine Atlanta's cultural fabric. Why not make each pillar an interactive canvas and a public art installation?

6 When?  
Atlanta in Bloom will begin in March 2024 and run through the end of 2025. The project will be completed in time for the 2026 World Cup. The project will be completed in time for the 2026 World Cup.

7 Who?  
Atlanta in Bloom is a collaborative effort between MARTA, the City of Atlanta, and various community organizations. The project is supported by the Atlanta Office of Arts and Culture, the Atlanta Office of Economic Development, and the Atlanta Office of Planning and Community Development.

8 How?  
The Atlanta in Bloom project will be implemented through a series of public art installations. The project will be implemented through a series of public art installations.

9 The Benefits  
Atlanta in Bloom will provide a variety of benefits to the community. The project will provide a variety of benefits to the community.

10 The Benefits  
Atlanta in Bloom will provide a variety of benefits to the community. The project will provide a variety of benefits to the community.

11 Atlanta in Bloom  
Together, we'll create a vibrant and colorful environment that celebrates Atlanta's cultural and economic growth, reinforcing MARTA's role as a pillar of public art and transit connectivity.  
Let's do this!

12

# Overview

Conduct extensive go-to-market research and competitive analysis to craft distinct brand positioning, develop compelling messaging frameworks, and inform strategic campaign development for 20 Atlanta-based entrepreneurs.

### A VETERAN'S GIG

Outreach for veterans through *Backline & Music Production Therapy*.

After running *Omega Backline* for 8 years, medically retired Lieutenant Colonel Brian Ward founded *A Veteran's Gig* to share the healing he discovered through *Backline* and *Music Production Therapy* with other veterans.

#### A RESOURCE FOR HEALING

- ✓ Collaborating on *Backline* and *Music Production Therapy* fosters a shared sense of camaraderie and connection among veterans which fosters a safe and supportive environment for healing
- ✓ Exposure to live music allows veterans to channel their experiences and emotions and transform them in tangible and meaningful ways
- ✓ A safe and supportive environment allows veterans to explore their inner thoughts and feelings leading to a sense of empowered self-discovery

## A VETERAN'S GIG

Outreach for veterans through *Backline & Music Production Therapy*.

Created by veterans for veterans, *A Veteran's Gig* offers *Backline* and *Music Production Therapy* so retired veterans can have an outlet to serve both themselves and others achieving healing, connection and activity, while coping with common issues associated with combat.

#### WHY A VETERAN'S GIG?

- AN OUTLET FOR SERVICE.
- A RESOURCE FOR HEALING.
- A NEW WAY TO SERVE ON TOUR.

#### A NEW WAY TO SERVE ON TOUR

With music and healing at the forefront of their service, veterans can engage in *Backline* and *Music Production Therapy*, facilitating their skills in:

- ✓ Goal oriented execution to complete time sensitive tasks
- ✓ Discipline and focused technical skills
- ✓ Keen attention to detail
- ✓ Extensive logistics planning
- ✓ Equipment prep and assembly
- ✓ Conveying to locations
- ✓ Adapting to new environments

#### QUICK TERMS

**BACKLINE**  
Backline refers to a niche yet critical part of the music business, where required musical instruments and equipment are set up for use at concerts, tours and festivals.

**MUSIC PRODUCTION THERAPY**  
Music Production Therapy is an AVG specific, multi-discipline approach for veterans to heal combat related injuries through immersive experiences with music and music production.

#### AN OUTLET FOR SERVICE

Backline allows veterans to

- ✓ Engage in a safe and therapeutic environment.
- ✓ Share camaraderie amongst other veterans.
- ✓ Stay active with a renewed sense of purpose.
- ✓ Work together towards tangible goals of putting a concert together.

#### WHY A VETERAN'S GIG?

"Backline helps keep my mind and my thoughts moving, and the music helps restore feelings of joy, peace and inspiration."

"I know I am making a difference in other people's lives and that makes me want to feel and hear I am serving while I am also healing."

"I have a safe space and community where I am able to connect, feel inspired and drop around me."

# Paon Bleu

2024 - 2025

Manage end-to-end investor engagement efforts for a USAID-backed fintech startup by authoring and structuring their brand guide and communication strategy. Facilitate stakeholder communication, spearhead web development, execute in-person events, and launch targeted email campaigns, to successfully secure \$200,000 in initial investment.

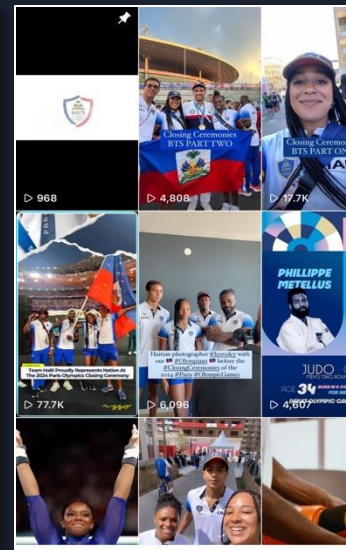
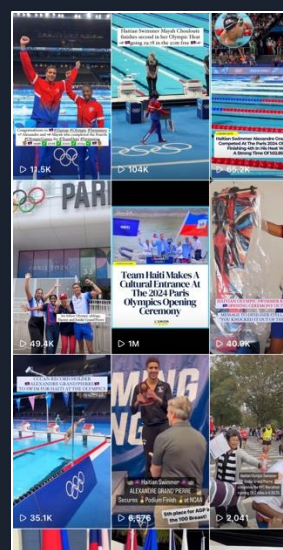
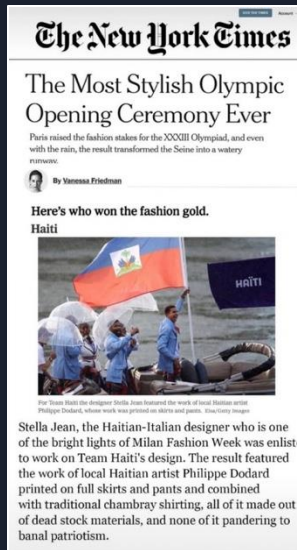


[VIEW DEVELOPED WEBSITE HERE](#)



# Haitian Olympic Team

Direct global communication strategies for Haiti's Olympic Team at the 2024 Paris Olympics, developing copy, overseeing content creation and strategic media outreach resulting in 2M+ social media impressions per engaged Haitian network and coverage in major publications, including *The New York Times* and *GQ Magazine*.



# Fatima Altieri Music Video

2023 - 2025

Develop high-visibility creative campaigns, collaborating with major Caribbean directors to conceptualize and execute campaign production for artists and brands.



**A Visual Project**  
by Lisa Nobile & Marianne | @visualproject.com

**Featuring**  
Fatima Altieri

**Locations**  
• Miraflores Park, San Diego | CA  
• Death Valley National Park | CA

**Concept**  
Tired of her long distance relationship, Fatima travels through the desert with the intention of leaving the relationship behind. Beginning on drive up into the desert, the camera pans back to reveal the relationship with her partner in the middle of the desert with her and her partner. The space is filled with a sense of hope.

**Day 0 | Arrival + Prep**  
11:00am - 8:00pm | Mon Feb 27<sup>th</sup>

**Location Scouting:**  
• Miraflores Park, San Diego | CA  
• Death Valley National Park | CA

**Prep Checklist:**  
• Check in with location  
• Check in with location  
• Check in with location  
• Check in with location  
• Check in with location

**Day 1 | Mirror**  
11:00am - 1:00pm | Tues Feb 28<sup>th</sup>

Fatima is driving in a parking garage that reflects in the desert. She is surrounded by a crowd of people. Fatima is seen in a mirror of a landscape.

**Locations:**  
• Miraflores Park, San Diego | CA

**Day 1 | Dance**  
2:00pm - 5pm | Tues Feb 28<sup>th</sup>

Fatima is dancing in a parking garage that reflects in the desert. She is surrounded by a crowd of people. Fatima is seen in a mirror of a landscape.

**Locations:**  
• Miraflores Park, San Diego | CA

**Day 2 | Editorial**  
11am - 5pm | Wed March 1<sup>st</sup>

Fatima is in an airport plane from Miami to the desert. She is surrounded by a crowd of people. Fatima is seen in a mirror of a landscape.

**Locations:**  
• Miraflores Park, San Diego | CA

**Day 2 | Editorial**  
11am - 5pm | Wed March 1<sup>st</sup>

Fatima is in an airport plane from Miami to the desert. She is surrounded by a crowd of people. Fatima is seen in a mirror of a landscape.

**Locations:**  
• Miraflores Park, San Diego | CA

**Day 2 | Picnic**  
11am - 5pm | Wed March 1<sup>st</sup>

Fatima is having a picnic in a parking garage that reflects in the desert. She is surrounded by a crowd of people. Fatima is seen in a mirror of a landscape.

**Locations:**  
• Miraflores Park, San Diego | CA

**Day 2 | B Roll**  
11am - 5pm | Wed March 1<sup>st</sup>

Fatima is having a picnic in a parking garage that reflects in the desert. She is surrounded by a crowd of people. Fatima is seen in a mirror of a landscape.

**Locations:**  
• Miraflores Park, San Diego | CA

VIEW DEVELOPED VIDEO HERE

# Fatima Altieri Music Video

2023 - 2025

Drive innovative social media campaigns, creating strategies and production plans for a renowned Haitian musician's video releases, generating 2.1M+ and 6.4M+ views and setting new benchmarks in the Haitian Music Industry.



<p><b>Phase 1</b></p> <p>Official announcement of single drop - continue promoting release party</p> <p>Official announcement of release party - build anticipation for new single drop</p> <p>Introducing the new format - getting people ready for new content</p>	<p><b>Phase 1   Row 1</b></p> <p>Phase 1   Row 1 content</p>	<p><b>Phase 1   Row 2</b></p> <p>Phase 1   Row 2 content</p>	<p><b>Release Party Promo</b></p> <p>Release Party Promo content</p>
<p><b>Phase 1   Row 3</b></p> <p>Phase 1   Row 3 content</p>	<p><b>Phase 2</b></p> <p>Continue building anticipation for single drop, include release + release party</p> <p>Tease assets of visual before single and music video release</p> <p>Official announcement of single drop - continue promoting release party</p>	<p><b>Phase 2   Row 2</b></p> <p>Phase 2   Row 2 content</p>	<p><b>Phase 2   Row 3</b></p> <p>Phase 2   Row 3 content</p>
<p><b>Phase 3</b></p> <p>Scenes from the actual video, which moment is your favorite?</p> <p>Day after (04.06.2023) reminder of listening party, reminder of single dropping, reminder of music video dropping</p> <p>Day before (04.06.2023) active promo of single, music video and release party</p>	<p><b>Phase 3   Row 1</b></p> <p>Phase 3   Row 1 content</p>	<p><b>Phase 3   Row 2</b></p> <p>Phase 3   Row 2 content</p>	<p>Logo and branding for the campaign</p>

# Prestige Beer National Campaign

2023 - 2025

Orchestrated planning, and execution for *Heineken*-brand *Prestige*'s National Flag Day campaign. Integrated culturally resonant elements and coordinated video production despite political challenges, achieving a 20% increase in audience engagement.



 <p><b>VIV ANSAM</b>  <small>Mid 1970s Name Flip, The National Campaign</small></p>	<p><b>Overview</b></p> <p><i>Prestige</i> - the national symbol of enjoyment, local premium wine and pride - is deeply rooted in Italian culture on an emotional level. It's a quality beer that leaves one astounded and self-confident, not least symbolizes unity, progress and a united Nation.</p> <p>In a country where people are torn apart by violence and socio-political issues, the <b>VIV ANSAM CAMPAIGN</b> is a call for unity, love, companionship and ingenuity.</p>	<p><b>Logistics</b></p> <p>Location: Cap Hattien          Film date: April 30 - May 2          Video length: 1:15mins          Total assets: 4</p>	<p><b>Concept</b></p> <p>Connect the young and older generation with a modern twist on the Italian <i>La Famiglia</i> to reinforce one shared Italian identity and language love for one country and each other.</p> <p>Three balls, soccer, splitting, existence, proud</p> <p>Traditional unity, progress, love, companionship, ingenuity</p>
<p><b>Scene 1</b>  <i>Baby + chair performance</i></p> <p>Location: Kadres mountain          mountain landscape frames Baby performing the opening lines of <i>Hymne a la Juventus</i>  <i>Prestige</i> beer is visible within frame.</p>	<p><b>Scene 2</b>  <i>Baby + violin performance</i></p> <p>Location: Kadres seaside          terrace with live violins performing alongside Baby on a boat with cultural elements received throughout.</p>	<p><b>Scene 3</b>  <i>Baby group performance</i></p> <p>Location: Okap village house          group performance framed artfully with classic Italian elements such as the Okap street scene, Italian masks and decorative fair point</p>	<p><b>Scene 3 (cont.)</b>  <i>Baby group performance</i></p> <p>Location: Okap umbrella street          group performance framed artfully with classic Italian elements such as the Okap street scene, Italian masks and decorative fair point</p>
<p><b>Scene 4</b>  <i>Baby + chair performance</i></p> <p>Location: Pahn Sere Souch          full chair accompanies Baby at Pahn Sere Souch to create a cultural and uplifting celebration of Italian culture, modernized and artistic journey of musicians and singers received throughout.</p>	<p><b>Scene 4 (cont.)</b>  <i>Baby + chair performance</i></p> <p>Location: Pahn Sere Souch          chair unfolds and full group seen holding hands and cheering <i>Prestige</i> here to continue joyful and uplifting celebration of Italian culture.</p> <p><i>VIV ANSAM ends the game.</i></p>		

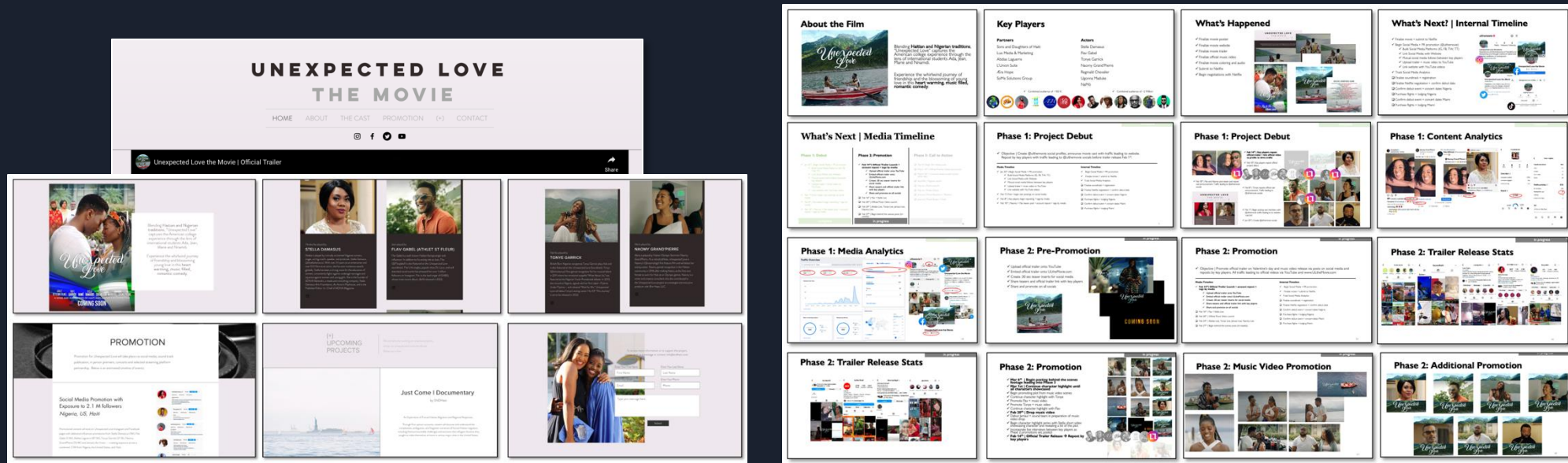
[VIEW DEVELOPED VIDEO HERE](#)



# This Unexpected Love, the Movie

2023 - 2025

Strategized and implemented strategic content plans for Sons & Daughters of Haiti's indie film *This Unexpected Love* generating 70K+ social media impressions in the first week of launch to secure agency support for streaming network negotiations.



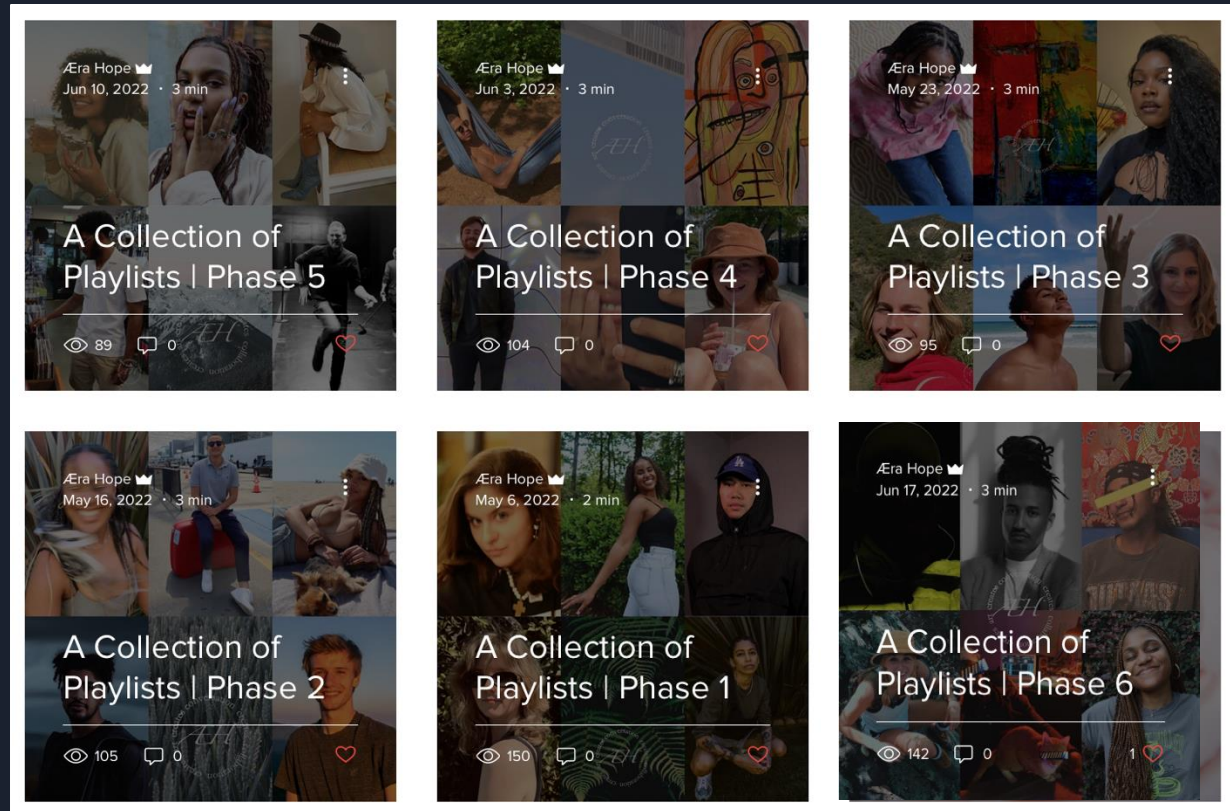
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# Creative Writing

2022 - 2023

## ‘A Collection of Playlist’ Blog Series

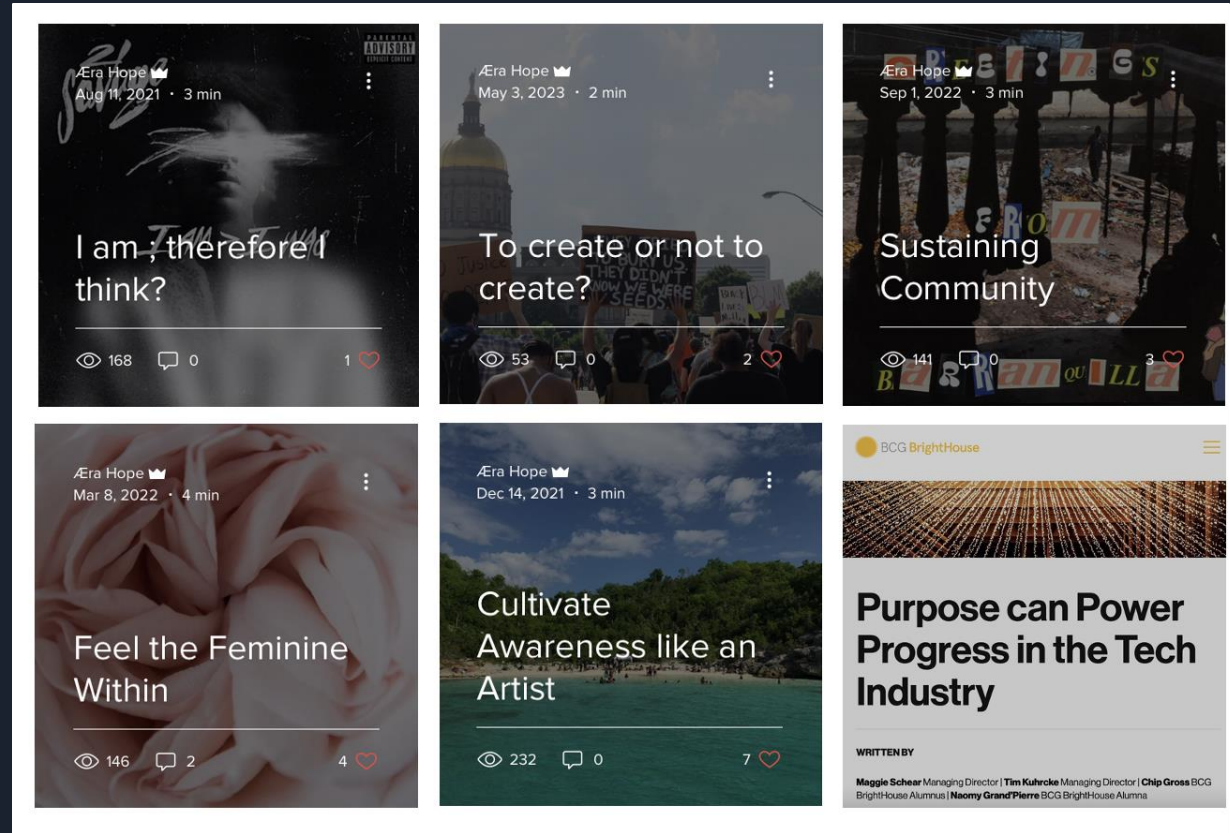
Individually crafted commentary, one-sentence descriptions, and personalized portraits for 31 playlist submissions, featured in a six-part blog series titled *A Collection of Playlists*. The series highlighted playlists curated by 31 artists across the United States, each contributing a 25-song selection.



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# Thought Leadership

Contributed to more than 10 thought leadership pieces as both solo and collaborative writer, including a piece published by BCG BrightHouse about the role Purpose can play in the Tech Industry.

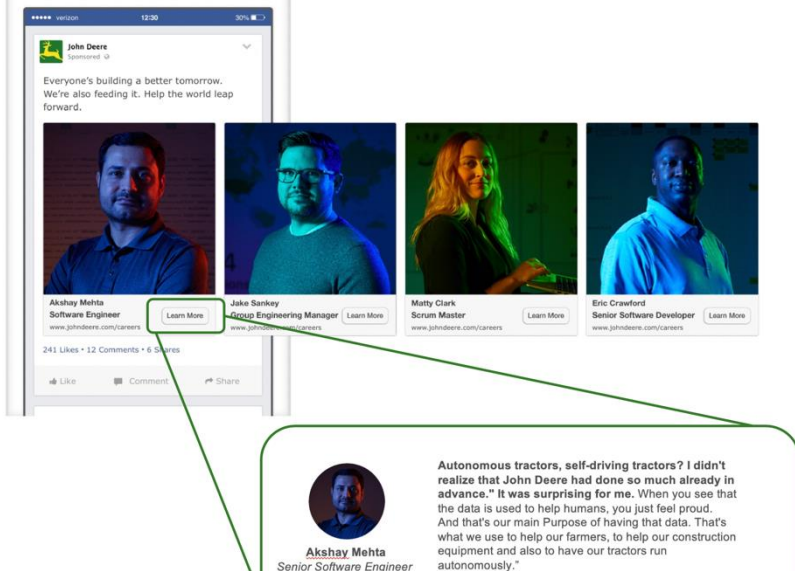


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# BCG BrightHouse

- Designed and launched a six-month digital brand strategy to elevate a client's tech recruitment efforts, positioning them as a leader in the emerging AgTech industry.
- Crafted and integrated messaging frameworks for purpose-driven marketing campaigns, ensuring alignment between brand storytelling and business objectives for BCG BrightHouse clients.
- Evaluated market trends and customer behavior to guide strategic brand messaging, creative briefs, and data-driven decision-making for four purpose (mission) and company culture integration projects.
- Authored thought leadership white paper on Purpose & Technology published on the BCG BrightHouse Blog and managed the *She Wonders* podcast series, overseeing client outreach, episode scripting, and distribution to amplify social media audience engagement.

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241 Likes · 12 Comments · 6 Shares

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**Akshay Mehta**  
Senior Software Engineer

Autonomous tractors, self-driving tractors? I didn't realize that John Deere had done so much already in advance." It was surprising for me. When you see that the data is used to help humans, you just feel proud. And that's our main Purpose of having that data. That's what we use to help our farmers, to help our construction equipment and also to have our tractors run autonomously."



EP 05

Season 2: Embracing Uncertainty

Nov 2021 · She Wonders with Ashley

Save on Spotify

23:06

Episode 3: Daydreaming to Groundbreaking with Angela Oguntala

Angela Oguntala, Futurist and Founder of a Foresight Agency, sheds light on the power of dreaming and imagination, and how we—as individuals, communities, and businesses—can imagine and actualize a new future. This episode gives us permission to dream, to honor our vision, and to take our future into our own hands.

Let's create!

