

PROFESSIONAL SUMMARY

Creative Strategist with five years of global experience in brand development, content creation, and data-driven storytelling. Began career crafting purpose-driven marketing strategies and brand positioning for Fortune 500 clients. Transitioned into entrepreneurship to drive creative strategy initiatives for emerging artists, filmmakers, and fintech startups while simultaneously leading marketing efforts for Haiti's Swim Team & Olympic Team. Proven ability to enhance engagement and business growth across industries through innovative campaigns, strategic partnerships, and multicultural collaboration.

EXPERIENCE

Æra Hope Creative Incubator

Atlanta, GA | Global

Creative Strategist

Jan 2023 - Present

- Develop high-visibility creative campaigns, collaborating with major Caribbean directors to conceptualize and execute campaign production for artists and brands. Leverage low code and AI tools to create visual briefs and drive concept development in alignment with client KPIs and objectives.
- 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.
- 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*.
- 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.
- 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.

Marketing Strategist

Jan 2022 – Jan 2023

- 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.
- Handled logistics and communication for projects such as indie film, *This is My Hero's Arc*, managing 2-15 talents per day, across six cities, to ensure production deadlines and budget restrictions were met.
- 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; and Jephthe Bastien's indie film *The Draft*, resulting in full production funding and support in Montreal.
- Produced six high-impact community events in Atlanta, securing venue sponsorships, forging strategic partnerships, and overseeing day-of operations to ensure flawless execution and positive audience feedback.
- Secured global sponsorships, including TYR, for Haiti's Olympic Swim Team through targeted outreach and strategic partnerships, increasing brand visibility and financial support across the US, Caribbean, and Canada.

BCG BrightHouse

Atlanta, GA | USA

Strategist

Oct 2020 – March 2022

- 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.

EDUCATION & NOTABLE ACHIEVEMENTS

University of Chicago, Booth School of Business

Chicago, IL | USA

BA Psychology, Trott Business Program

The Olympic Games

Paris, France | Rio de Janeiro, Brazil

Haiti's Olympic Swim Coach, Haiti's First Female Olympic Swimmer

The Haitian Round Table, Youngest Inductee into the '1804 List of Haitian American Change Makers'

LANGUAGES, COMPETENCIES & INTERESTS

Languages: English, French, Haitian Creole | *Competencies:* Brand Development & Strategy, Data-Driven Storytelling, Market Research & Competitive Analysis, Campaign & Social Media Strategy, Cross-Functional Team Leadership, Content Development, Stakeholder Communication, Event Strategy & Execution, AI & Emerging Tech Integration | *Interests:* Travel & Cultural Exploration, Music, Electric Guitar, Playlist Curation & DJing, Cooking & Bartending, Meditation & Mindfulness, Swimming & Fitness, Photography & Visual Arts