

# Naomy Grand'Pierre Portfolio Overview



*Lead Creative Strategist*

# MOBILECOM

## Lead Creative Strategist

Orchestrated and executed a high-impact strategic marketing campaign for a USAID- backed Caribbean startup, leveraging target audience insights to create a comprehensive brand guide and content strategy, securing 150 American based investors.

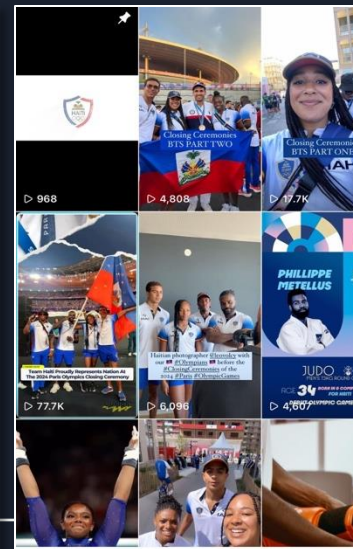
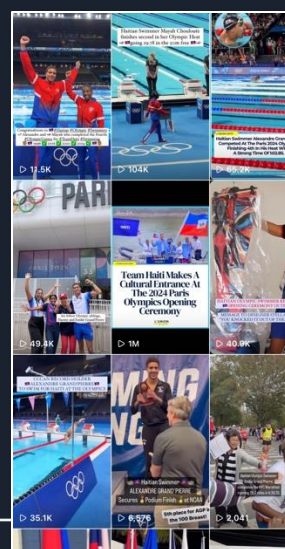
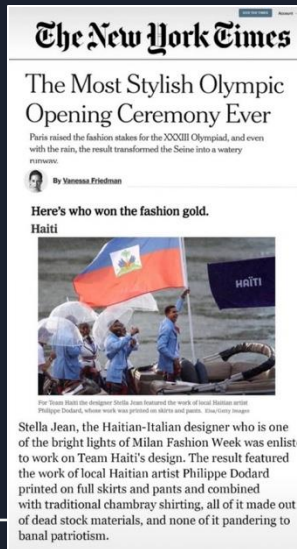
### Overview of Marketing Strategy



# Haitian Olympic Team

## Lead Creative Strategist

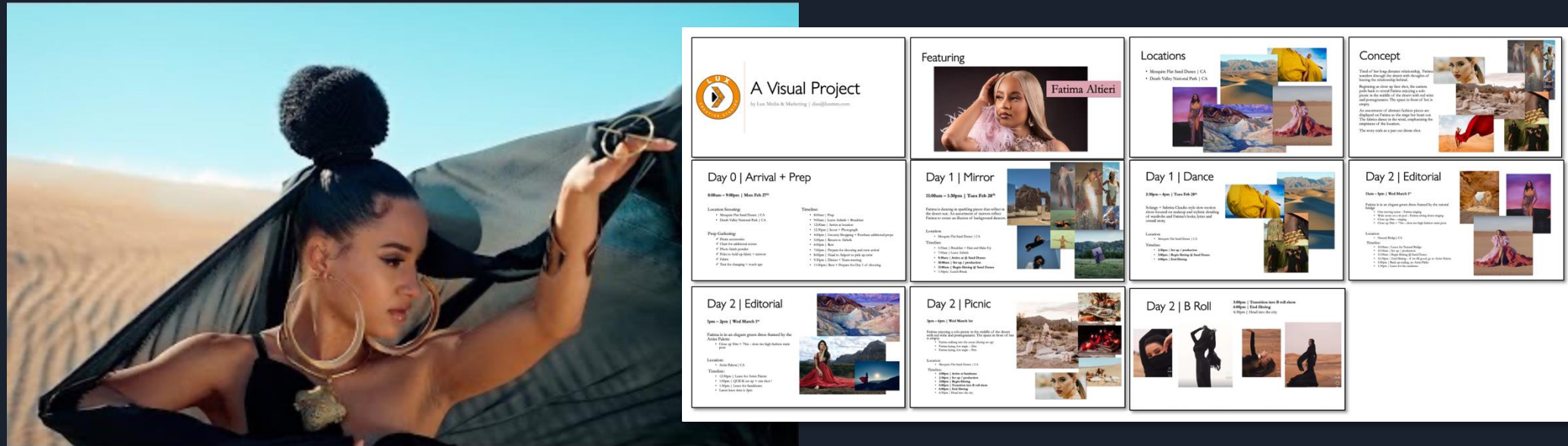
Spearheaded the development and execution of a global communication strategy for Haiti's Olympic Team at the 2024 Paris Olympic Games, resulting in over 2 million social media impressions across four Haitian network and extensive media coverage, including features in The New York Times and GQ Magazine.



# Fatima Altieri Music Video

## Creative Director

Co-created mood board and production plan with director Abdias LaGuerre for filming of debut video for renowned Haitian musician, achieving 1.8 million+ views and setting a new industry benchmark.



[VIEW VIDEO HERE](#)

# Fatima Altieri Music Video

## Lead Creative Strategist

Engineered and implemented a transformative social media strategy for a debut video by a renowned Haitian musician, achieving 1.8 million+ views and setting a new industry benchmark.



<p><b>Phase 1</b></p> <p>Official announcement of single drop + continued promoting release party</p> <p>Official announcement of release party + build anticipation for new single drop</p> <p>Introducing the new fatima – getting single ready for new content</p>	<p><b>Phase 1   Row 1</b></p> <p>Post 04/21</p> <p>Post 04/24</p> <p>Post 04/27</p>	<p><b>Phase 1   Row 2</b></p> <p>Post 04/28</p> <p>Post 04/31</p> <p>Post 04/31</p>	<p><b>Release Party Promo</b></p> <p>Post 04/31</p> <p>Post 04/31</p> <p>Post 04/31</p>
<p><b>Phase 1   Row 3</b></p> <p>Post 04/21</p> <p>Post 04/24</p> <p>Post 04/27</p>	<p><b>Phase 2</b></p> <p>Continue building anticipation for single drop, music video release + release party</p> <p>Small post of music before single and music video release</p> <p>Official announcement of single drop + continued promoting release party</p>	<p><b>Phase 2   Row 2</b></p> <p>Post 04/28</p> <p>Post 04/31</p> <p>Post 04/31</p>	<p><b>Phase 2   Row 3</b></p> <p>Post 04/31</p> <p>Post 04/31</p> <p>Post 04/31</p>
<p><b>Phase 3</b></p> <p>Scenes from the actual video, which resonated in your feed?</p> <p>Day of 04/07/2023 reminder of listening party, reminder of single dropping, reminder of music video dropping</p> <p>Day before 04/06/2023 action promo of single, music video and release party</p>	<p><b>Phase 3   Row 1</b></p> <p>Post 04/06</p> <p>Post 04/06</p> <p>Post 04/06</p>	<p><b>Phase 3   Row 2</b></p> <p>Post 04/07</p> <p>Post 04/07</p> <p>Post 04/07</p>	

[VIEW VIDEO HERE](#)

# Prestige Beer National Campaign

## Creative Strategist

Conceptualized and led the 2023 National Flag Day Ad Campaign for Haiti's #1 beer brand, integrating culturally resonant elements and driving a 20% increase in brand engagement despite political and economic turmoil in the country.



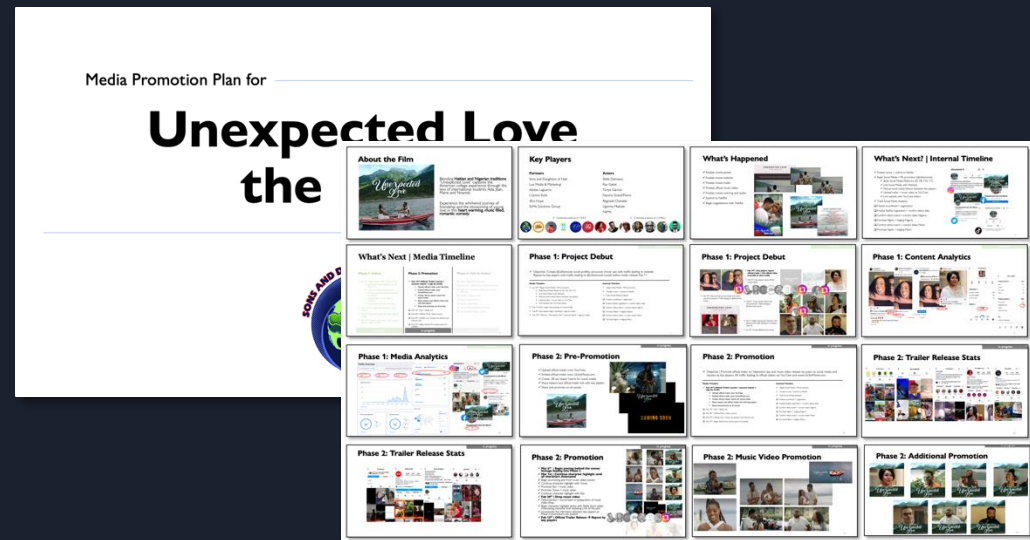
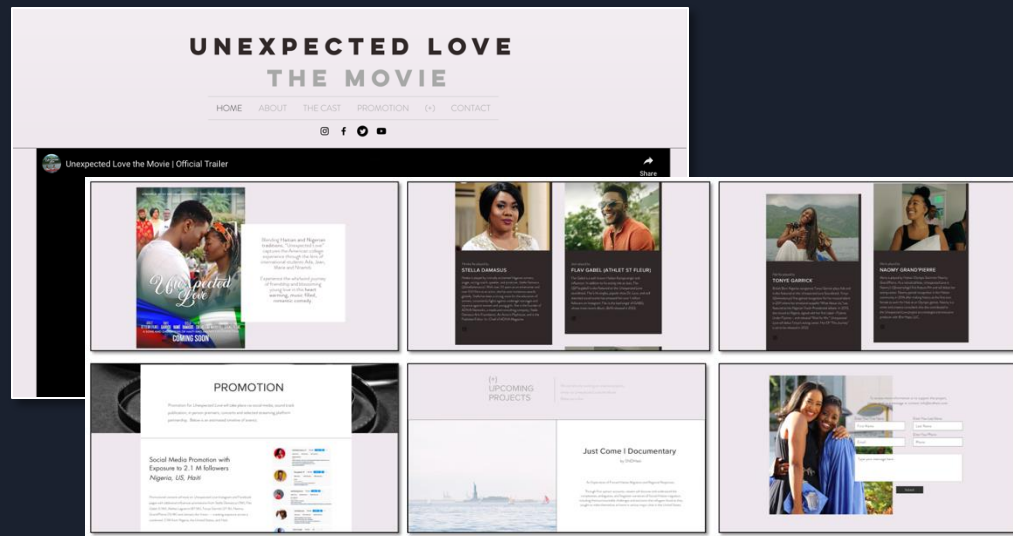
<p>VIV ANSAM Mid 1970s National Flag Day National Campaign</p>	<h3>Overview</h3> <p><b>Prestige</b> - the national symbol of enjoyment, local premium wine and pride - is deeply rooted in Haitian culture on an emotional level. It's a quality beer that leaves one with a sense of well-being, not least syncretic voodoo, progressivism &amp; uplifts Haitians.</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 togetherness.</p>	<h3>Logistics</h3> <p>Location: Cap-Haitien File date: April 30 - May 2 File length: 1:15mins Total assets: 4</p>	<h3>Concept</h3> <p>Connect the young and older generation with a modern twist on the <b>Epopee de Jeanne</b> to recognize and salute Haitian identity and language from one country and each other.</p> <p>Three balls, voodoo, uplifting, exultation, pride!</p> <p>Episodic unity, progress, love, companionship, togetherness</p>
<h3>Scene 1</h3> <p>Baby + solo performance</p> <p>Location: Kadres mountain mountain landscape frames Baby performing the opening lines of <i>Epopee de Jeanne</i> as he announces Prestige beer is visible within Haiti.</p>	<h3>Scene 2</h3> <p>Baby + voodoo performance</p> <p>Location: Kadres seaside scenic with live voodoo performance alongside Baby on a boat with cultural elements received throughout!</p>	<h3>Scene 3</h3> <p>Baby group performance</p> <p>Location: Chapeau vintage house group performance framed artistically with iconic Haitian elements such as the <i>Epopee de Jeanne</i> and decorative fair point</p>	<h3>Scene 3 (cont.)</h3> <p>Baby group performance</p> <p>Location: Chapeau Umbrella street group performance framed artistically with iconic Haitian elements such as the <i>Epopee de Jeanne</i> and decorative fair point</p>
<h3>Scene 4</h3> <p>Baby + choir performance</p> <p>Location: Pelouze Sans Souci Full choir accompanies Baby as he Pelouze Sans Souci to create a colorful and uplifting celebration of Haitian culture, modernized and artistically framed by musicians and singers received throughout.</p>	<h3>Scene 4 (cont.)</h3> <p>Baby + choir performance</p> <p>Location: Pelouze Sans Souci choir continues and full group seen holding hands and cheering up Prestige Beer to continue colorful and uplifting celebration of Haitian culture.</p> <p>VIV ANSAM ends the scene.</p>		

# This Unexpected Love, the Movie

2023

## Creative Strategist

Consulted with the screenwriters and director to streamline, consolidate and create official copy for the film, the official distribution pitch deck, social media pages and website landing page, generating 70k+ social media impressions and enhanced audience engagement, securing agency support for streaming network negotiations.



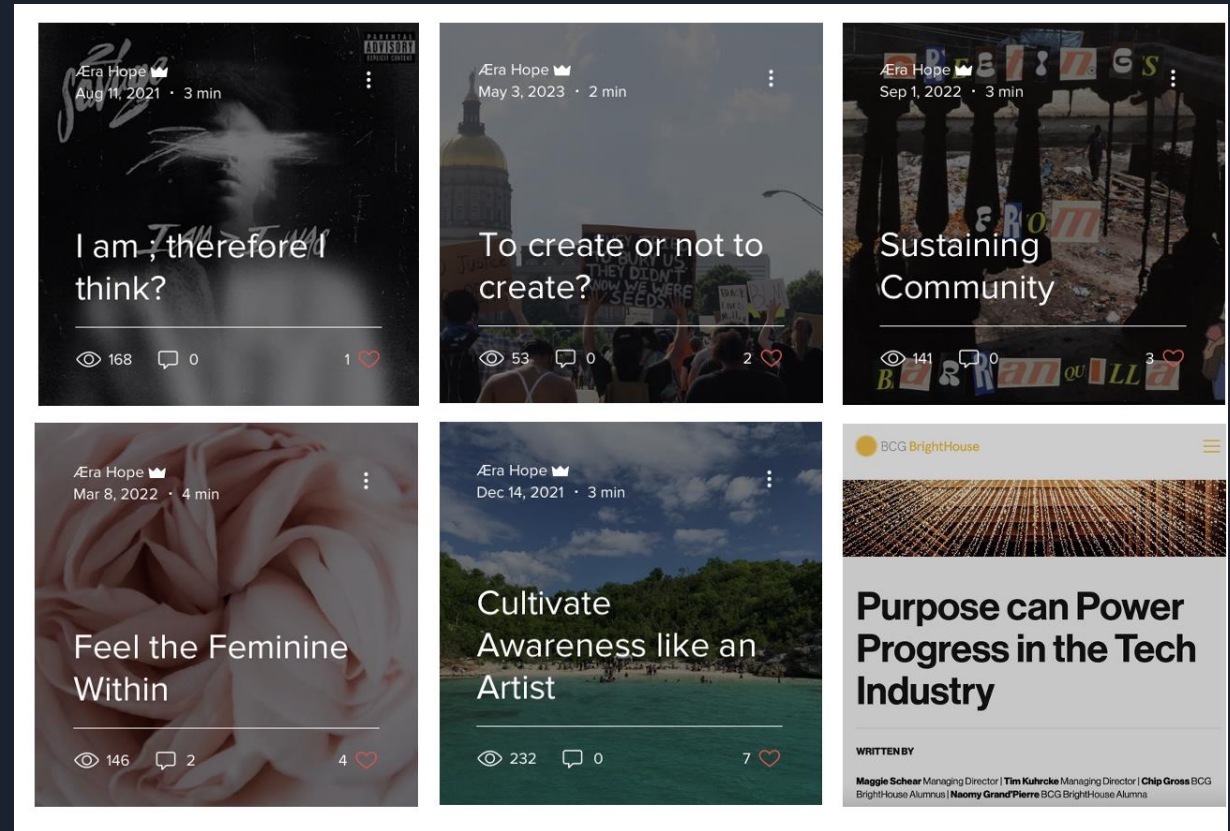
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# Thought Leadership

2023, 22, 21

## Copywriting

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



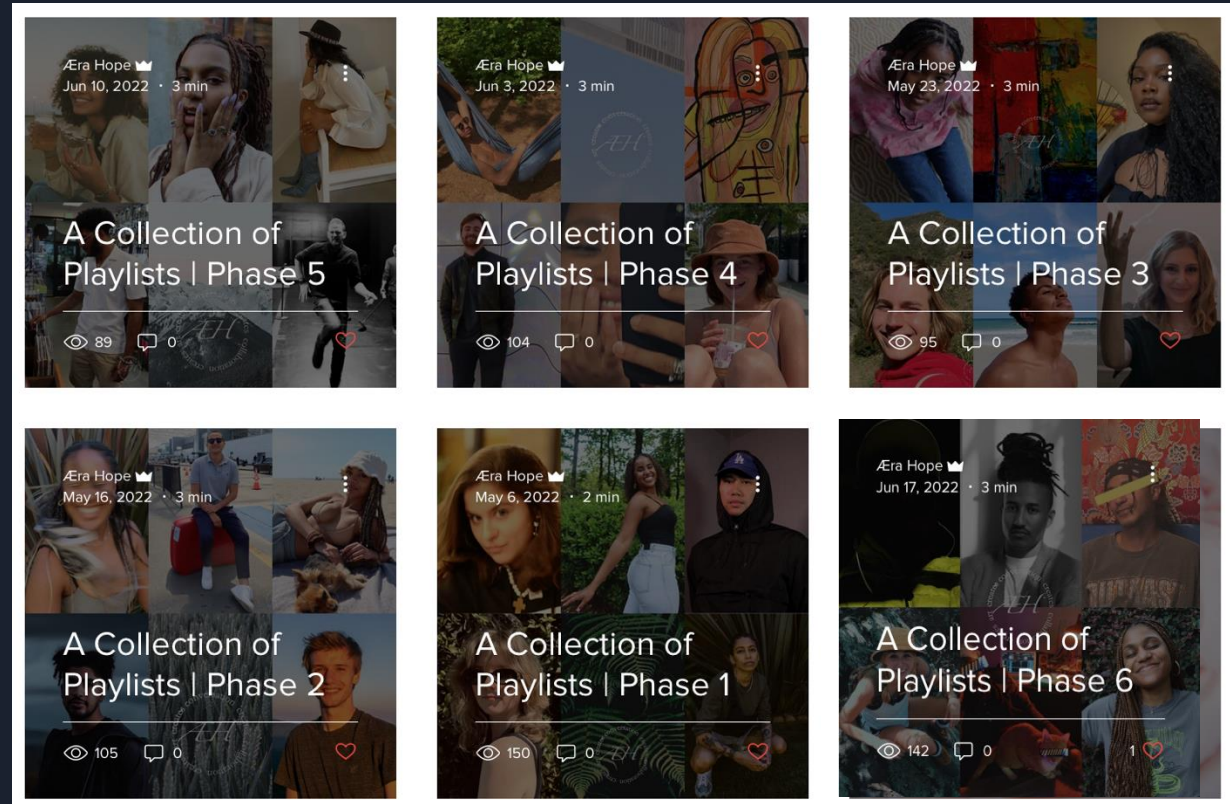
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# 'A Collection of Playlist' Blog Series

## Creative Writing

Individually curated commentary paragraphs composed as a series of six blog posts titled "A Collection of Playlists" which showcased the playlists of 31 artists across the United States. Each artist compiled and submitted a 25-song playlist with a portrait and one sentence description.



[VIEW PIECES HERE](#)

# BCG BrightHouse

2022 - 2020

## Strategist

- Designed and implemented a six-month digital activation strategy for Client's Tech Recruitment efforts, significantly enhancing brand positioning as a leader in emerging AG- Tech industry.
- Coordinated with internal teams to develop and execute integrated marketing campaigns, delivering measurable results in reach, engagement, and conversion for BCG BrightHouse clients.
- Analyzed market trends and customer behavior to guide project agendas, creative briefs, strategic planning, data-driven decision-making processes and client facing deliverables across four Purpose and Culture Integration projects.
- Co-authored a thought leadership white paper on Purpose and Technology, published on the BCG BrightHouse Blog and managed content production for the "She Wonders" podcast series, including client outreach, episode scripting and distribution planning.

John Deere  
Everyone's building a better tomorrow. We're also feeding it. Help the world leap forward.

Akshay Mehta  
Software Engineer  
Learn More

John Bentley  
Regional Engineering Manager  
Learn More

Matty Clark  
Service Master  
Learn More

Eric Crowther  
Senior Software Developer  
Learn More

241 Likes • 12 Comments • 8 Shares

Akshay Mehta  
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 mission. 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

EP 05  
She Wonders  
Season 2: Embracing Uncertainty  
Nov 2021 · She Wonders with Ashle  
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.

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Let's create!

