

# Cécile Beribi

— HEAD OF CREATION

## EDUCATION

2009

### Intuit Lab, Paris

Master's Degree in Art Direction & Visual Communication

2003-2004

### Atelier Houdé, Paris

Preparatory Year in Applied Arts

2003

### Lycée Camille Sée (Paris - france)

High School Diploma (Baccalauréat)  
Economics & Social Studies

#### CREATIVE DIRECTION & STRATEGY

Brand platform development · Storytelling · 360° campaign design · Creative concepting · Art direction · AI integration in design workflows

#### LEADERSHIP & MANAGEMENT

Team leadership (design, merchandising, private label) · Talent development · Strategic planning · Budget management

#### TOOLS & EXPERTISE

Adobe Creative Suite (Photoshop, Illustrator, InDesign) · Figma, Adobe XD · Generative AI tools (Midjourney, ChatGPT, Firefly) · Notion, Airtable, CMS Hybris

#### LANGUAGES

French — Native  
English

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Portfolio: cecileberibi.fr

Location: Bordeaux, France (open to remote)

## EXPERIENCE

2016 - PRESENT

### Marionnaud - Head of Creation

— Defined and led the global creative vision of the brand across European markets.  
— Built and deployed the Marionnaud brand platform (values, tone of voice, visual identity).  
— Directed the art direction and storytelling of 360° marketing campaigns, from concept to execution (photo shoots, digital, print, retail).  
— Provided creative leadership through the management of cross-functional teams, talent coaching, budget oversight, and strategic project prioritization.  
— Implemented generative AI within creative processes to enhance ideation, visual production, and workflow efficiency.

2015 (1 AN)

### Éditions Séguier - Art Director (Print)

Designed editorial layouts, marketing materials, and visual identities for print publications.

2014 (1 AN)

### Initial media (pour L'Oréal luxe) - Digital Art Director

Created immersive mini-sites for luxury fragrance brands, translating brand DNA into digital experiences.

2011 À 2013 (2 ANS 1/2)

### Eurodif - Graphic Designer

Designed communication assets across print, digital, and retail channels (merchandising, signage, visual campaigns).

2009 À 2011 (2 ANS 1/2)

### Freelance Art Director

Kenzo Parfums, Y Design, Celestial Seasoning, Passionata, éditions Scali.

2008 (1 AN)

### Étoile Rouge (Actuellement BETC) - Graphic Designer

Dior, L'Oréal, Cacharel, Monoprix, Dim, Interfilière

## Why Me for This Role?

Creative Director with over 10 years of experience leading brand transformation, creative strategy, and marketing campaigns across Europe. Currently Head of Creation at Marionnaud, I define and drive the brand's creative vision, leading multidisciplinary teams in design, merchandising, retail, and private label.

A natural leader and creative catalyst, I combine strong storytelling skills with strategic thinking to build impactful, coherent, and emotionally engaging brand experiences. Open to opportunities in creative direction, product design, and brand leadership.