

Cécile Beribi

— HEAD OF CREATION

Email: cecile_beribi@yahoo.fr

Phone: +33 6 66 63 41 33

LinkedIn: linkedin.com/in/cecileberibi

Portfolio: cecileberibi.fr

Location: Bordeaux, France (open to remote)

EDUCATION

2009

Intuit Lab, Paris

Master's Degree in Art Direction
& Visual Communication

2003-2004

Atelier Hourdé, 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

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, Interfilier

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.