

Naomy Grand'Pierre Creative Portfolio

Creative Strategist, Writer, Event Planner



2020 - 2024

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Creative Direction

2023

Prestige Beer National Campaign

After consolidation of the client brief, ideation with the director and assessment of the cultural climate in Haiti, Naomy began creative strategy work for Prestige Beer's National Flag Day Campaign (April 2023). Despite the political turmoil, Naomy advocated strongly for filming the campaign in Haiti, as opposed to Miami, to maintain the integrity of the brand's cultural identity. This decision was pivotal to the success of the campaign's intention during an especially difficult period in Haitian history.

Naomy continued remotely as project manager, sharing daily agendas and ensuring all scenes were filmed according to the allocated timeframes. **The official release on May 18th, 2023, successfully provided a cultural reprieve from negativity and devastation, receiving more than 290k+ views on Instagram and 175k+ views on Facebook.**



[VIEW VIDEO HERE](#)

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Creative Direction

2023

Fatima Altieri's Music Video

Naomy's role as creative director for the "DODO" music video began after a full consultation with Director Abdias Laguerre and Haitian singer/songwriter Fatima Altieri (Feb 2023). Mood boarding the video included synthesizing cultural insights, marketing strategy, budgets, timelines, location recommendations and sourcing inspirational references for the look, feel, pace and creative execution of the video.

Once approved, Naomy traveled to Death Valley as nimble team of six, where she ensured all aspects of the video followed the plan, from the creative elements to the allotted timeframe per location, performances in front and behind of the camera and overall team moral. Naomy then worked remotely with the editor to ensure all elements of the video came together with proper cuts and transitions, while planning the marketing strategy for the content roll out and release party. **Debuting April 7th, 2023, the video has been recognized within the Haitian Music Industry as a new standard of video quality and execution, receiving over 1.8 million views to date.**



[VIEW VIDEO HERE](#)

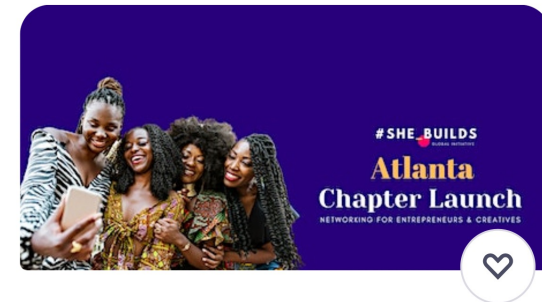
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Event Planning

2023, 22



#SHE_BUILDS Atlanta: Return of the Salon II
Sa. 17. Dez., 17:00
Free



#SHE_BUILDS Atlanta Chapter Launch
Sa. 10. Sept., 17:00
Free

Collaborating with Rock Steady Lounge in Atlanta, the most recent holiday party hosted 250 guest, **generating \$7,700 in revenue**. The She Builds Global Initiative Chapter Event received **sponsorship from Tito's Vodka** among others, attracting 300 guests combined.

Copy, Website Design, Strategy

2023



Unexpected Love, the Movie

Naomy joined the postproduction team for indie film “Unexpected Love” August of 2021 as one of the executive producers. Over the course of 18 months, Naomy 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.

Naomy also led project management, content creation and strategy roll out plan for public release of the project, executed on Feb 14th, 2023 as a collaborative effort between Miami based groups: Lux Media Group, Sons and Daughters of Haiti, L’Union Suite and Nigeria based group: SoMe Solutions.

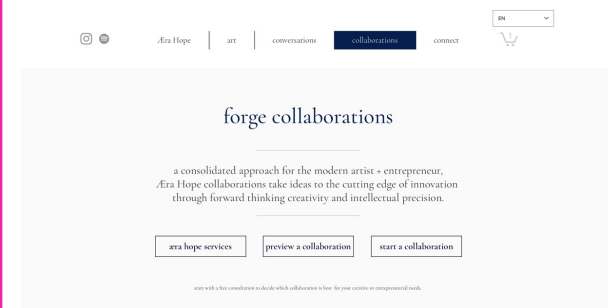
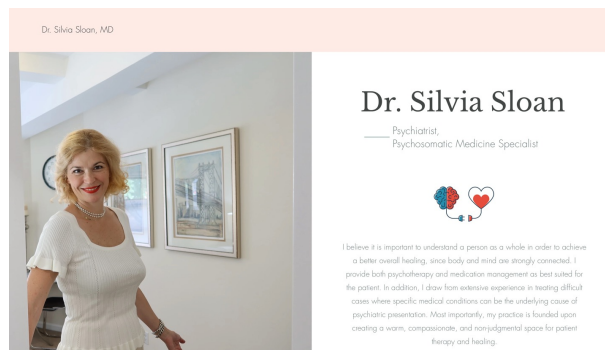
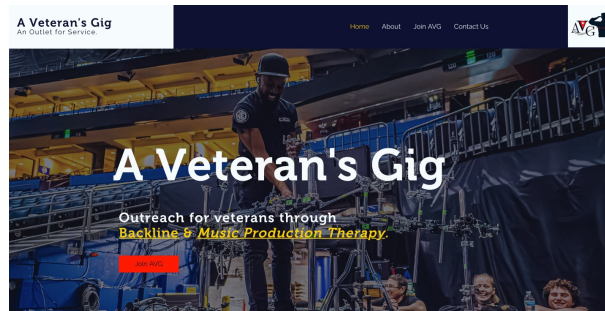
[VIEW WEBSITE HERE](#)

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Copy & Website Design

2023, 22

Naomy consulted with founder of *A Veteran's Gig* Brian Ward, Dr. Silvia Sloan, founders of *Total Maintenance Inc* and founder of *Aera Hope Creative Incubator* to streamline, consolidate and create official copy for respective websites and investors pitch decks.



A VETERAN'S GIG WEBSITE

DR. SILVIA SLOAN WEBSITE

TOTAL MAINTENANCE WEBSITE

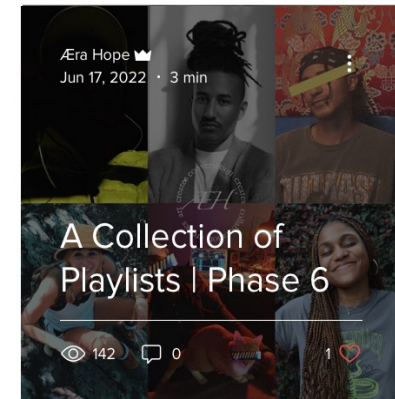
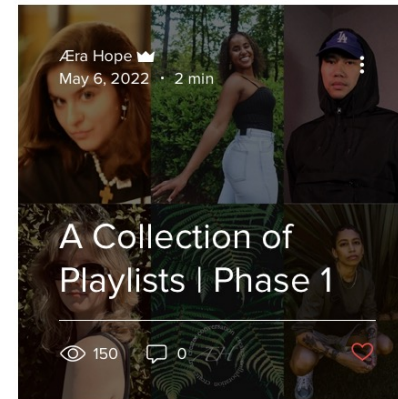
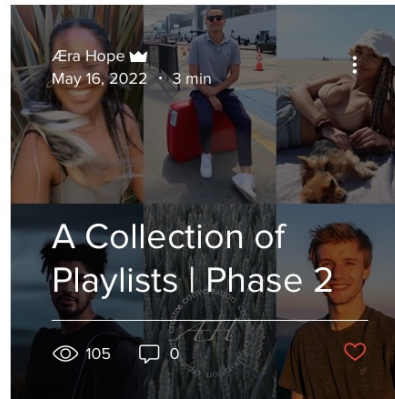
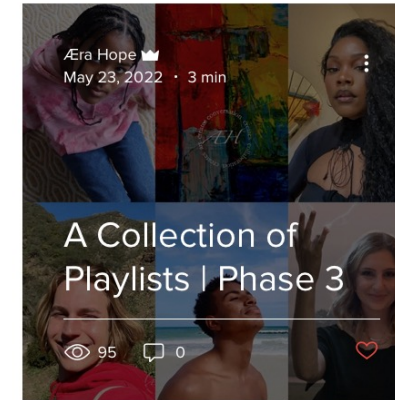
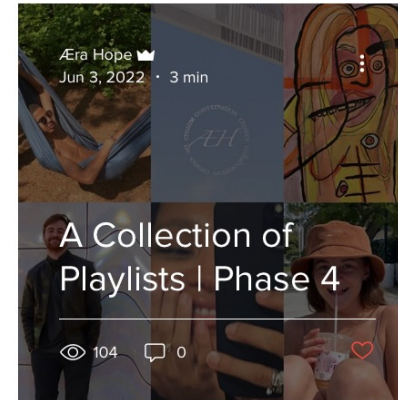
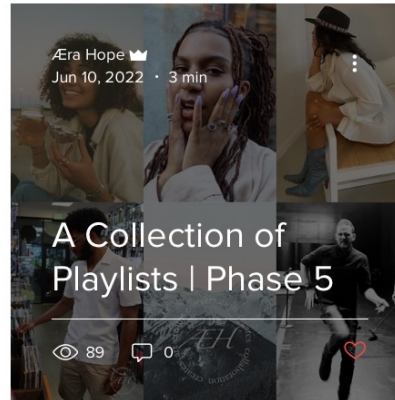
AERA HOPE WEBSITE

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Creative Writing

'Collection of Playlist' Blog Series

Naomy led the "Collection of Playlists" project 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. Based on this, Naomy individually crafted commentary paragraphs composed as a series of six blog posts.



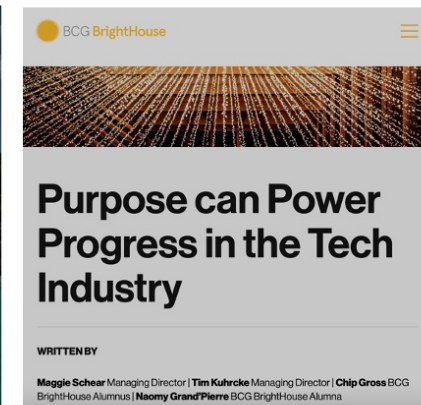
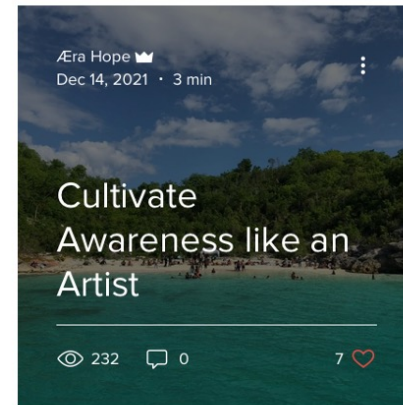
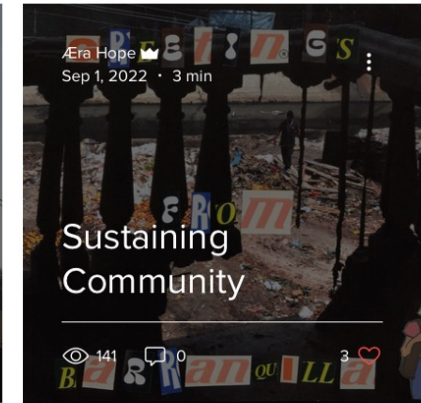
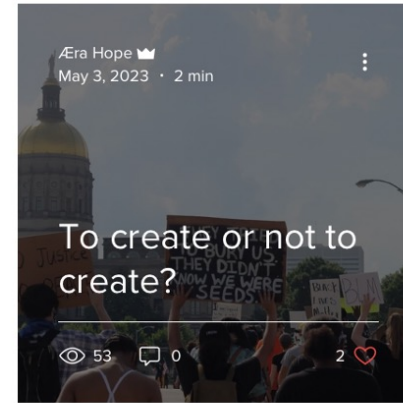
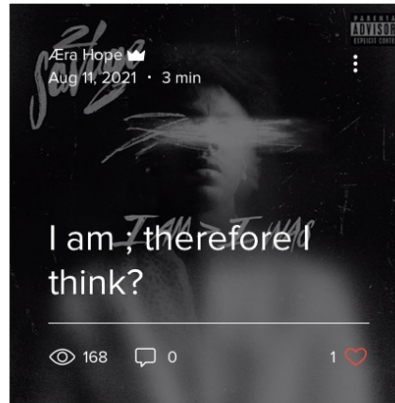
[VIEW PIECES HERE](#)

Thought Leadership

2021, 22, 23

Various

Naomy has 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.



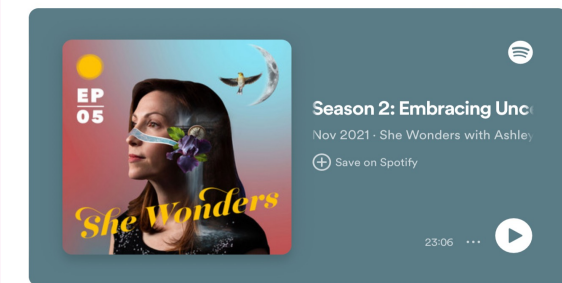
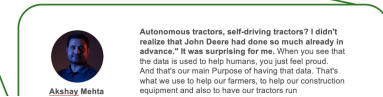
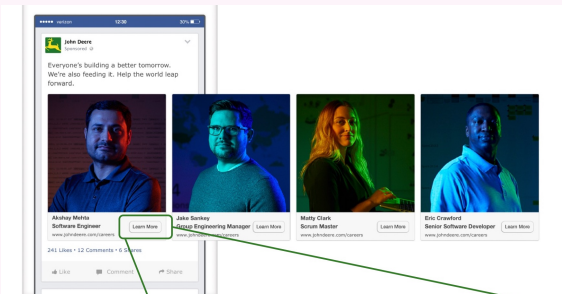
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Strategy Lead

2020 - 2022

BCG BrightHouse

- Lead strategist behind John Deere's Leadership Film Project and Investor Day program. (Outlined film concept, wrote interview guides, discussion guides and creative briefs for film execution).
- Lead strategist for marketing materials used to streamline client's National Tech Recruiting Campaign. (Ensured consistent copy and presentation for created content shared across all digital platforms).
- Lead strategist for "Daydreaming to Groundbreaking" episode of podcast series "She Wonder's" season 2. (Outlined podcast concept, managed client outreach, wrote interview guides and edited final audio cuts).
- Lead note taker, insight researcher, and information synthesizer across four distinct Purpose and Culture Integration projects.



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.

[VIEW PODCAST HERE](#)

Let's create!

