

NAOMY GRAND'PIERRE, OLY

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SENIOR CREATIVE STRATEGIST (Creator-Led Campaigns, Social & Cultural Strategy)

Creative strategist with 5+ years of experience shaping creator-led, social-first creative strategies across brand, digital, experiential, and emerging platforms. Expert in translating data, cultural insight, and business objectives into clear creative territories, messaging frameworks, influencer and creator briefs, and multi-channel campaign narratives. Trusted strategic partner to creative, marketing, and executive stakeholders, with a track record of driving measurable engagement, audience growth, and brand impact for Fortune 500 companies, cultural institutions, and global initiatives.

SELECT CAREER HIGHLIGHTS

- **High-Stakes Communications & Global Visibility:** Led integrated communications strategy for Haiti's 2024 Olympic Team, developing messaging frameworks and media activation plans that drove 2M+ impressions per network and secured earned coverage in *The New York Times* and *GQ*.
- **Creator-Led Experiential & Social Campaigns:** Directed social- and culture-driven experiential campaigns for Heineken across multiple Caribbean markets, translating cultural and competitive insights into campaign strategy and execution that increased audience engagement by 240%.
- **Cross-Functional Collaboration & Brief Development:** Partnered with cross-functional teams for Fortune 500 clients (John Deere, NCAA, Stanley Black & Decker) to translate complex business objectives into creative briefs, proposals, and integrated brand and digital launches.
- **Creator Content Strategy & Storytelling:** Oversaw end-to-end creator, artist, and film content strategy and production, using performance insights to drive 8.5M+ YouTube views and secure full production funding from international studios.

PROFESSIONAL EXPERIENCE

Æra Hope Creative Incubator | Atlanta, GA

Senior Creative Strategist | January 2022 – Present

Creator, Artist & Social Campaign Strategy

- Led Fatima Altieri's multi-year artist and creator relaunch, driving 3M+ and 6.4M+ YouTube views through end-to-end content production. Translated momentum into platform-native social strategy across TikTok, Instagram, and YouTube, using creative testing and real-time performance insights to deliver her highest-grossing solo concert.
- Owned end-to-end creator content development for Grammy-nominated artists and independent films, managing creative direction, vendor relationships, and post-production to generate 6.4M+ YouTube views and secure full production funding from international studios.

Creative Strategy & Integrated Campaigns

- Catalyzed a global narrative shift for Haiti by deploying an insight-driven communications strategy during the 2024 Paris Olympic Games, generating 2M+ impressions per channel and sustained international media recognition.
- Bolstered audience engagement by 240% for Heineken's Caribbean portfolio through full-cycle experiential campaign leadership, producing parallel multi-brand live campaigns (Prestige, Toro, Kinanm) and managing all phases from creative concept through on-site production, vendor sourcing, and logistics across multiple countries amid budget and political challenges.

Audience Insights & Go-to-Market Strategy

- Synthesized audience engagement data to launch creator- and social-informed go-to-market strategies for 23 Atlanta-based entrepreneurs, establishing brand positioning and messaging frameworks for tailored, cross-platform campaigns.
- Spearheaded the brand positioning, identity, and deployment for the first-ever Caribbean-based blockchain fintech solution, securing \$200K in USAID matching investment and leading multicultural market research and audience education to drive early adoption.

Content Strategy, Production & Creative Prototyping

- Strategized and executed social and digital content launches for underrepresented independent films (*This Unexpected Love*, *The Draft*), generating engagement leads that secured agency representation, streaming negotiations with Nigerian and American production houses, and full production funding from Canadian studios.
- Prototyped culturally driven launch concepts using generative AI tools (DALL·E, Midjourney, Canva), bridging creative ideation with creator-first storytelling across initiatives including MARTA x 2026 World Cup, Haiti Haüs x LA 2028, and Grammy-nominated album campaigns.

- Developed narrative frameworks, campaign messaging, and website copy to articulate value propositions across film, fintech, music, and cultural initiatives, consolidating multi-channel strategy into clear creative frameworks designed to communicate value, build trust, and support adoption.

BCG Brighthouse | Atlanta, GA

Strategist, October 2020 – March 2022

- Applied proprietary diagnostic frameworks to solve foundational business challenges in close collaboration with marketing, product, and executive stakeholders. Key achievements include leading the cultural integration for a major merger by synthesizing core identity themes into a unified baseline and developing the digital brand strategy for John Deere's new AgTech division and talent acquisition campaign.
- Architected brand repositioning and integrated creative campaign strategies for major corporate clients (*John Deere, Alcoa, the VA, NCAA, Canadian National Railway, Stanley Black & Decker, MTD Holdings*), translating complex business objectives into actionable, purpose-driven storytelling across platforms.
- Co-authored the flagship thought leadership white paper on Purpose and Technology and produced the *She Wonders* podcast series, managing end-to-end content strategy to amplify engagement and advance senior-level client conversations.

FOUNDATIONAL EXPERIENCE

Itiah Coffee | Atlanta, GA

Marketing Strategy Intern, Sep 2018 – Sep 2020

- Established the company's brand strategy from the ground up by defining its core identity and value proposition, structuring the business plan, and driving a complete marketing overhaul. Launched all consumer-facing assets, including digital platforms and multi-channel campaigns.

Katz Media Group | Atlanta, GA

Marketing Strategy Intern, Summer 2015, 2017, 2018

- Evaluated market trends and Nielsen data to optimize multi-million-dollar TV media buys, improve placement strategy, and surface insights that informed regional advertising expansion and ROI optimization.

Leo Burnett | Chicago, IL

Immersive Apprenticeship, AdCamp Program, Summers 2014 & 2015

- Researched, conceptualized, and pitched integrated marketing campaigns for Allstate (Ad Camp 2015) and DeVry University (Ad Camp 2014). Leveraged deep cultural, category, and consumer insights from market research, surveys, and case studies to develop strategic creative solutions that addressed core product challenges.

EDUCATION

University of Chicago

BA Psychology | Trott Business Program, Booth School of Business

ACHIEVEMENTS

2024 Paris Olympic Games: Haiti's Olympic Swim Coach & Communications Lead

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

2016 Rio Olympic Games: Haiti's First Female Olympic Swimmer

CORE SKILLS & CAPABILITIES

Creative & Brand Strategy: Positioning, Messaging Frameworks, Creative Territories, Campaign Briefs

Integrated Marketing: Digital, Social, Video, Experiential, Creator-Led Campaigns

Insights & Measurement: Consumer Research, Competitive Audits, Performance Analysis, KPIs

Collaboration & Delivery: Cross-Functional Partnership, Proposal & Pitch Development, Project Management

Creative Technology: Generative AI, Creative Prototyping, A/B Testing

Languages: English (Native), French (Fluent), Haitian Creole (Native)

PERSONAL INTERESTS

Creative Writing • Cultural Exploration • Health & Wellness • Music Production • Mixology • Visual Storytelling