

NAOMY GRAND'PIERRE, OLY

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PROFESSIONAL SUMMARY

Creative Strategic Leader & Cultural Storyteller with a unique, performance-driven lens shaped by my entrepreneurial and Olympic athlete background. I translate deep human insight into brand narratives and campaign strategies that drive measurable business and cultural impact for clients in music, sports, tech and film. My creative process leverages generative AI and multilingual fluency to develop resonant content, ensure meaningful audience connection, and drive millions of impressions for global talent, start-ups and Fortune 500 brands.

PROFESSIONAL EXPERIENCE

Æra Hope Creative Incubator

Creative Director & Strategist

Atlanta, GA

January 2023 – Present

- Translated the narrative of national pride into a full global communications strategy for Haiti's 2024 Paris Olympic Team, authoring all copy and directing content that landed features in *The New York Times* and *GQ* and drove over 2M+ impressions per social channel.
- Architected end-to-end multi-platform campaigns for music creators, producing music videos with 2.1M+ and 6.4M+ views and managing performance-driven ad campaigns on TikTok, Instagram, and YouTube that led to artist Fatima Altieri's highest-grossing solo concert.
- Spearheaded the brand identity from the ground up for a USAID-backed fintech startup, writing the brand guide, leading web development, and executing targeted campaigns that secured \$200,000 in initial investment.
- Directed simultaneous campaign development for *Heineken* brands (*Kinam*, *Toro*, *Prestige*), leading the Prestige National Flag Day campaign through in-country video production amidst political instability to deliver a culturally resonant story that boosted audience engagement by 20%.
- Applied generative AI tools (DALL-E, Midjourney, Co-Pilot) to prototype concepts and mood boards for commercial projects, including Grammy-nominated producer Manno Beats' debut album, directly aligning creative direction with performance KPIs.

Marketing Strategist

January 2022 – January 2023

- Conducted extensive go-to-market research and competitive analysis to craft distinct brand positioning, messaging frameworks, and strategic campaign plans for 20+ Atlanta-based entrepreneurs.
- Secured global sponsorships from brands including *Adidas*, *TYR*, and *Caribbean Apparel* for Haiti's Olympic Swim Team through targeted outreach and by aligning with their commitment to global athletic development.
- Strategized and executed content launches for indie films such as *This Unexpected Love* and *The Draft*, generating 70K+ social media impressions to secure agency support for streaming distribution and full production funding.

BCG BrightHouse

Strategist & Thinker

Atlanta, GA

October 2020 – March 2022

- Translated business objectives into purpose-driven brand strategies and multi-channel campaigns for Fortune 500 clients by unearthing core audience motivations to bridge corporate strategy and creative development.
- Developed the digital brand strategy for *John Deere's* AgTech division, directly influencing its annual talent acquisition and campaign performance goals.
- Authored the thought leadership white paper on Purpose & Technology and managed the *She Wonders* podcast series, overseeing client outreach, episode scripting, and distribution to amplify social media engagement.

SKILLS & LANGUAGES

Skills: Generative AI (DALL-E, Midjourney, ChatGPT, Co-Pilot), Creative Direction, Multi-Platform Ad Campaigns, Brand Positioning & Storytelling, A/B Testing, Performance Optimization, Digital Advertising Strategy, Project Management, Cross-Functional Leadership, Content Development **Languages:** English (Native), French (Fluent), Haitian Creole (Native)

NOTABLE ACHIEVEMENTS

Haiti's Olympic Swim Coach, Communications Lead | **2024 Paris Olympic Games**

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

[Haiti's First Female Olympic Swimmer](#) | **2016 Rio Olympic Games**

EDUCATION

University of Chicago | Chicago, IL

Bachelor of Arts in Psychology, Trott Business Program

Leo Burnett | Chicago, IL

Immersive Apprenticeship Program