

NAOMY GRAND'PIERRE, OLY

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SENIOR CREATIVE STRATEGIST & CULTURAL STORYTELLER

Creative Strategy Leader & Cultural Storyteller who translates cultural insight and audience data into scalable growth across sports, music, tech, CPG, and independent ventures. Leads end-to-end creative strategy and production across global markets, balancing hands-on development with executive-level direction of cross-functional teams, budgets, and campaign execution. Leverages generative AI, data-informed strategy, and multicultural fluency to deliver measurable audience engagement and commercial impact for Fortune 500 brands and global initiatives.

SELECT CAREER HIGHLIGHTS

- **High-Stakes Communications & Global Visibility:** Served as Communications Lead and Producer for Haiti's 2024 Olympic Team, executing a global media strategy and managing VIP, sponsor, and partner engagements that generated 2M+ impressions per network with coverage from *The New York Times* and *GQ*.
- **Global Experiential Production:** Directed and produced platform-integrated experiential campaigns for Heineken across multiple Caribbean markets, navigating political, logistical, and budget constraints to achieve a 240% increase in audience engagement. Concepted and pitched future-facing cultural launch initiatives including MARTA x 2026 World Cup and Haiti Haüs x LA 2028.
- **Team Leadership & Operational Excellence:** Led cross-functional teams for Fortune 500 clients (John Deere, NCAA, Stanley Black & Decker), establishing strategic foundations to inform scalable creative processes, managing budgets, and translating complex business objectives into unified brand campaigns and digital launches.
- **Content Production & Storytelling:** Oversaw end-to-end content production 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.

PROFESSIONAL EXPERIENCE

Æra Hope Creative Incubator | Atlanta, GA

Senior Creative Strategist, July 2024 – Present

- Architect full-cycle concept development and production from creative briefs and investor pitch decks to project roadmaps and on-set execution, ensuring ideas translate seamlessly from vision to delivery.
- Led Fatima Altieri's multi-year artist relaunch, driving 8.5M+ YouTube views through end-to-end content production. Translated momentum into data-driven commercial strategy across TikTok, Instagram, and YouTube, using creative testing and real-time performance insights to deliver her highest-grossing solo concert.
- Prototyped culturally driven launch concepts using generative AI tools (DALL·E, Midjourney, Canva), bridging creative ideation with global development goals across initiatives including MARTA x 2026 World Cup, Haiti Haüs x LA 2028, and Grammy-nominated album campaigns.
- Catalyzed a viral shift in Haiti's global narrative by deploying a context-driven communications strategy during the 2024 Paris Olympic Games, generating 2M+ impressions *per* channel and global media recognition.
- Spearheaded the brand identity, development, 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.

Creative Strategist, January 2022 – June 2024

- Developed narrative frameworks, campaign messaging, and website copy to articulate value propositions across cultural initiatives, consolidating multi-channel strategy to communicate value, build trust, and secure early adopters and investors.
- Bolstered audience engagement by 240% for Heineken's Caribbean portfolio through full-cycle experiential campaign leadership, producing parallel 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.
- Strategized and executed 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.

- Synthesized audience engagement data to launch go-to-market strategies for 23 Atlanta-based entrepreneurs, establishing brand positioning and messaging frameworks for tailored, cross-platform campaigns.
- Partnered with Rock Steady to produce seasonal community events, leading full-cycle production from pitch through post-event analysis; secured sponsors including Tito's Handmade Vodka and She Builds Global Initiative and delivered top-performing events for the venue.

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 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

Strategic Communications: Brand Positioning & Storytelling, Stakeholder Alignment, Cross-Functional Leadership

Marketing & Content: Multi-Platform Campaigns, Digital Advertising Strategy, Content Development, A/B Testing

Creative Technology & Measurement: Generative AI, Creative Prototyping, Performance Insights, Production

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

PERSONAL INTERESTS

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