

CREATIVE PORTFOLIO

Creative. Strategy. Concepts. Copywriting.
2019 – Present.

Naomy Grand'Pierre

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ABOUT MY CREATIVE PROCESS

CASE STUDY OVERVIEW



Nov 7, 2025 • 7 min read

⋮

Taming Creativity: A Case Study on the Creative Process, from...

Completing a project in its entirety and to its highest potential, is the great challenge of every artist. Here's a case study about our artist journey.

My collaboration with creative director Abdias Laguerre of Lux Media & Marketing stands as a living testament to my philosophy: *conversation creates collaboration creates art.*

A crucial part of my role is knowing when to wield strategy as a tool to protect, translate, or amplify a creative vision. While Abdias dreamed in chords and colors as the project's creative force, I served as the strategic translator, grounding each imaginative idea with structure designed to resonate, inspire, and drive both business and cultural impact. This work included managing content development, campaign strategy, social media promotion, and project management, while securing accurate press coverage, coordinating talent schedules, and communicating with stakeholders at every step of the process.

[Read more here.](#)

CREATIVE

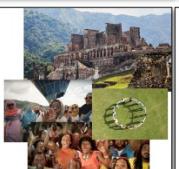
CREATIVE DIRECTION | MANNO BEATS ALBUM DEVELOPMENT

- ✓ Led concept development and creative direction for Grammy-nominated producer Manno Beats' debut album, market positioning, and campaign strategy across production to ensure both cultural resonance and commercial success upon release.

About Manno Beats
The King of Afro-Hybrid

My music journey began in 2009, but it wasn't until 2013 that I became Manno Beats, the artist. The success of my single Akouna with Afrotronix in 2019 then confirmed the person I have been since a child. Gifted with foresight, I've seen myself creating an album for years and have finally felt called to do so while finding my place outside of the box. My revolt system has been activated as I manifest a new narrative for us in Tchaka.

CREATIVE DIRECTION | HEINEKEN CARIBBEAN PORTFOLIO (PRESTIGE NATIONAL CAMPAIGN)

 <p>VIV ANSAM May 18th Haitian Flag Day National Campaign</p>	<p>Overview</p> <p>Prestige – the national symbol of enjoyment, local premiumness and pride – is deeply rooted in Haitian culture on an emotional level. As a quality beer that boosts our attitude and self-confidence, our local symbols series, progression & splendor. Haitians are a country where people are torn apart by violence and socio-political issues, the VIV ANSAM CAMPAIGN is a call for unity, love, compassion and togetherness.</p>	<p>Logistics</p> <p>Location: Cap Haïtien Video date: April 30 – May 2 Video length: 1:15 min Total scene: 4</p> 	<p>Concept</p> <p>Connect the young and older generation with a modern twist to the <i>Hymne à la Jeunesse</i> and <i>Flag Day</i> to share Haitian identity and inspire love for our country and each other.</p> <p>Tone: bold, modern, uplifting, confident, proud Underline: unity, progress, love, compassion, togetherness</p> 
<p>Scene 1 Bokly solo performance</p> <p>Location: Kaderas mountain mountain landscape frames Bokly performing the opening lines of <i>Hymne à la Jeunesse</i> Prestige beer is visible within frame.</p> 	<p>Scene 2 Bokly + violin performance</p> <p>Location: Kaderas seaside seaside with live violin performance alongside Bokly on a boat, with traditional Haitian cultural elements woven throughout</p> 	<p>Scene 3 Bokly group performance</p> <p>Location: Orléans vintage house group performance framed artistically with classic Haitian elements such as the gabled roof house and decorative pastel paint</p> 	
<p>Scene 4 Bokly + choir performance</p> <p>Location: Palais Sans Souci full choir accompanies Bokly at le Palais Sans Souci to create a colorful and joyful celebration of Haitian culture, masterminded and artistic frames of musical and artistic angles woven throughout</p> 	<p>Scene 4 (cont.) Bokly + choir performance</p> <p>Location: Palais Sans Souci choir, violinist and full group seen holding hands and cheering people together in a collective and uplifting celebration of Haitian culture. "VIV ANSAM" ends the frame.</p> 		

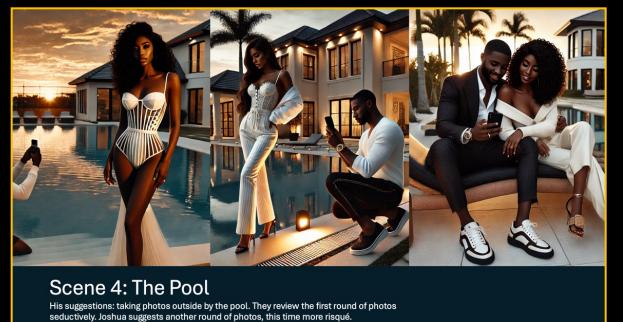
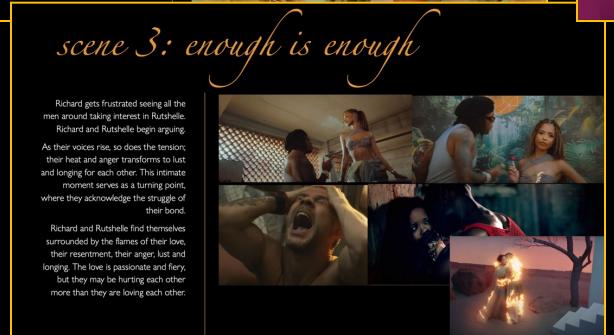
- ✓ Shaped the creative direction and execution of Prestige's National Flag Day campaign, integrating culturally resonant storytelling into in-country video production despite political, logistical, and budget constraints, resulting in a 240% increase in audience engagement for Heineken Caribbean Portfolio.

CREATIVE DIRECTION | FATIMA ALTIERIE ARTIST RELAUNCH

- ✓ Served as Creative Director for creator Fatima Altieri's debut music video following a career hiatus, leading concept development, on-set production, and post-production to drive 3M+ YouTube views and successfully reestablish her industry presence.



CREATIVE | MOODBOARDS CONT.



STRATEGY

CREATIVE STRATEGY | PAON BLEU BRAND DEVELOPMENT & LAUNCH



The presentation deck consists of 15 slides arranged in a grid. Each slide has a yellow border and contains text and images related to the PAON BLEU project. The slides are numbered 1 through 15 and cover the following topics:

- 1: BOUSOL** (Borderless Transactions include, Empower, Prosper.)
- 2: Who We Are** (Introduces Paon Bleu CEO, Julie Jean Degrasse, and COO, Jean Claude Figaro.)
- 3: What We Do** (Describes the company's mission to offer capital and credit to areas where banks can't reach or operate, and to empower community wealth-building.)
- 4: Our Portfolio** (Shows the BOUSOL and MOBILE-COM projects.)
- 5: BOUSOL** (Borderless Transactions include, Empower, Prosper.)
- 6: BOUSOL** (Borderless Transactions include, Empower, Prosper.)
- 7: MOBILE-COM** (Built to Connect Men Nan Men.)
- 8: MOBILE-COM** (Built to Connect Men Nan Men.)
- 9: Overview** (Describes the company's mission to address local transaction barriers and honor culturally specific practices, and to empower communities to invest in their families and livelihoods while establishing positive credit profiles for a modern, global economy.)
- 10: Core Problem** (Explains the challenge of financing a car or a home without cash, making smaller but equally important purchases in Haiti almost impossible.)
- 11: Haiti-Specific Insights** (Describes the need for a local solution that is inclusive, flexible, and culturally sensitive, and the risk of jeopardizing their cashflow or failing at the investment altogether.)
- 12: Haiti-Specific Solutions** (Explains how MOBILE-COM integrates modern technology with local practices to create a sustainable and financially inclusive model.)
- 13: Why MOBILE-COM?** (Describes the company's mission to address local transaction barriers and honor culturally specific practices, and to empower communities to invest in their families and livelihoods while establishing positive credit profiles for a modern, global economy.)
- 14: Positive Lending Lifecycles** (Describes the company's mission to address local transaction barriers and honor culturally specific practices, and to empower communities to invest in their families and livelihoods while establishing positive credit profiles for a modern, global economy.)
- 15: Self-Empowering Ethos** (Explains the company's mission to address local transaction barriers and honor culturally specific practices, and to empower communities to invest in their families and livelihoods while establishing positive credit profiles for a modern, global economy.)

- ✓ Spearheaded the brand identity, development, and deployment for the first-ever Caribbean-based blockchain fintech solution, leading to \$200K in USAID investment matching. Continued with multicultural market research and audience education campaigns to drive investor engagement and early market adoption.

CREATIVE STRATEGY | PAON BLEU WEBSITE DEVELOPMENT



Paon Bleu

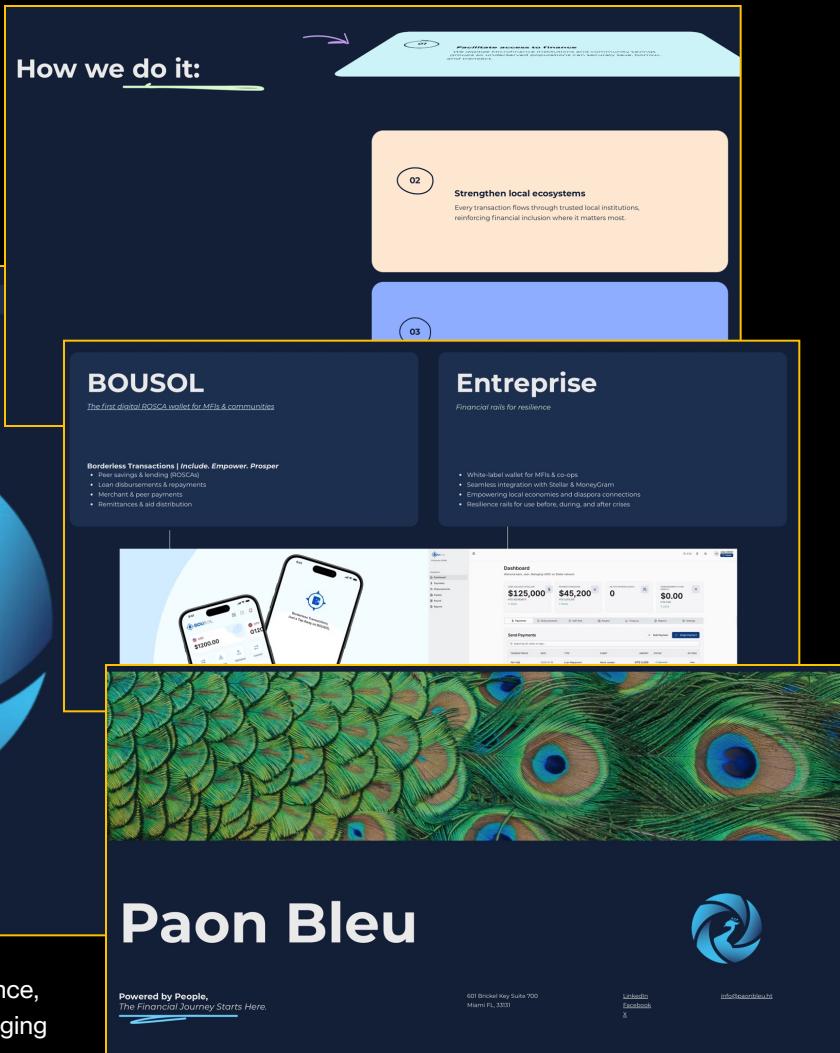
EN

Home About Contact

Digitizing Finance. Empowering Communities.

Include. Empower. Prosper.

Partner →



How we do it:

01

Empower local access to finance

02

Strengthen local ecosystems

03

BOUSOL

The first digital ROSCA wallet for MFIs & communities

Borderless Transactions | Include. Empower. Prosper

- Peer savings & lending (ROSCA)
- Peer-to-peer & merchant payments
- Merchant & peer payments
- Remittances & aid distribution

Entreprise

Financial rails for resilience

- White-label wallet for MFIs & co-ops
- Software integration with MoneyGram
- Empowering local economies and diaspora connections
- Resilience rails for use before, during, and after crises

Paon Bleu

Powered by People,
The Financial Journey Starts Here.

601 Brickell Key Suite 700
Miami FL, 33131

LinkedIn

Facebook

info@paonbleu.hk

- ✓ Consolidated and streamlined the broader strategy into a cohesive, one-page website landing experience, visually showcasing the product offering while clearly communicating value, building trust, and encouraging early market adoption among investors and users.

CREATIVE STRATEGY | HEINEKEN CARIBBEAN PORTFOLIO (TORO & KINAMN NATIONAL CAMPAIGN)

Scene 9: Passing the Moto Taxi Station

Visual
The camera then cuts to the truck passing a moto taxi station, seen from the side mirror of the truck. One of the moto taxi drivers spots the truck and raises his bottle of Toro in a salute. The truck honks in acknowledgment as it rolls by. The male hero waves back.



Narrator (V.O.)
To those who keep us moving, Toro lifts their spirits and powers the way...



Scene 4: The Fishermen / Coastal Waters

Visual
A group of fishermen are preparing their boats for the early morning catch and delivery. The male hero delivers a case of Toro to the fishermen.

Narrator (V.O.)
At the break of dawn, Toro joins those who dive in the day before the sun...

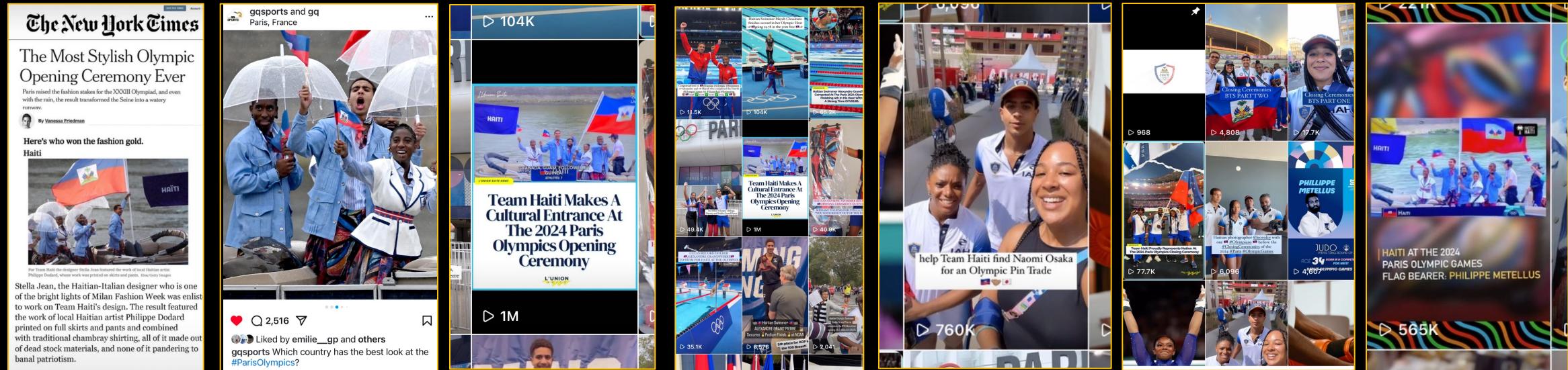


Project Name:				Page: 03			
Scene	Shot	Duration	Scene	Shot	Duration	Scene	Shot
Camera: Notes: Fire starts to spread as the dish is getting burnt. The elements become sharper as they get frustrated			Camera: Notes: The Musician is frustrated and drops his pen			Camera: Notes: As everyone gets their rhythm back yellow elements starts following them	
Scene	Shot	Duration	Scene	Shot	Duration	Scene	Shot
Camera: Notes: The canvas is filled with red paint			Camera: Notes: When the Dancer falls she slams the floor			Camera: Notes: The vlogger getting happy as the colors shifts from red to yellow	
Scene	Shot	Duration	Scene	Shot	Duration	Scene	Shot
Camera: Notes: The beer gets highlighted			Camera: Notes: After taking a sip the mood changes and the colors shifts from red and combines with green to create a yellow tone			Camera: Notes: The element finally reaches back to the farmer	
Scene	Shot	Duration	Scene	Shot	Duration	Scene	Shot

PAGE 04							
Scene	Shot	Duration	Scene	Shot	Duration		
Camera: Notes: The element follows the painter			Camera: Notes: The chef completes her dish			Camera: Notes: Transitions to reveal the logo	
Scene	Shot	Duration	Scene	Shot	Duration	Scene	Shot
Camera: Notes: The element follows the painter			Camera: Notes: The chef completes her dish			Camera: Notes: Transitions to reveal the logo	
Scene	Shot	Duration	Scene	Shot	Duration	Scene	Shot

- ✓ Directed end-to-end project management for simultaneous Heineken brand campaigns (Kinam, Toro), overseeing campaign strategy, production timelines and stakeholder communication to deliver high-performing campaigns from creative concept through final execution.

CAMPAIGN STRATEGY | HAITI X 2024 PARIS OLYMPICS



- ✓ Catalyzed a viral shift in Haiti's global narrative from historically overlooked to prominently recognized by deploying a context-driven communication strategy that yielded unprecedented digital engagement at the Paris Olympic Games (2M+ impressions per channel with recognition from *The New York Times* and GQ).

CAMPAIGN STRATEGY | FATIMA ALTIERI ALBUM & CONCERT PROMOTION

FATIMA

ARTIST DATA



2.63M
TOTAL FANBASE SIZE

POWERED BY:
VIBERATE
USE CODE: KLEBKFE TO SAVE 30% OFF VIBERATE.COM

8.6K FOLLOWERS | 46.6K MONTHLY LISTENERS | 1.2M FOLLOWERS | 209K SUBSCRIBERS

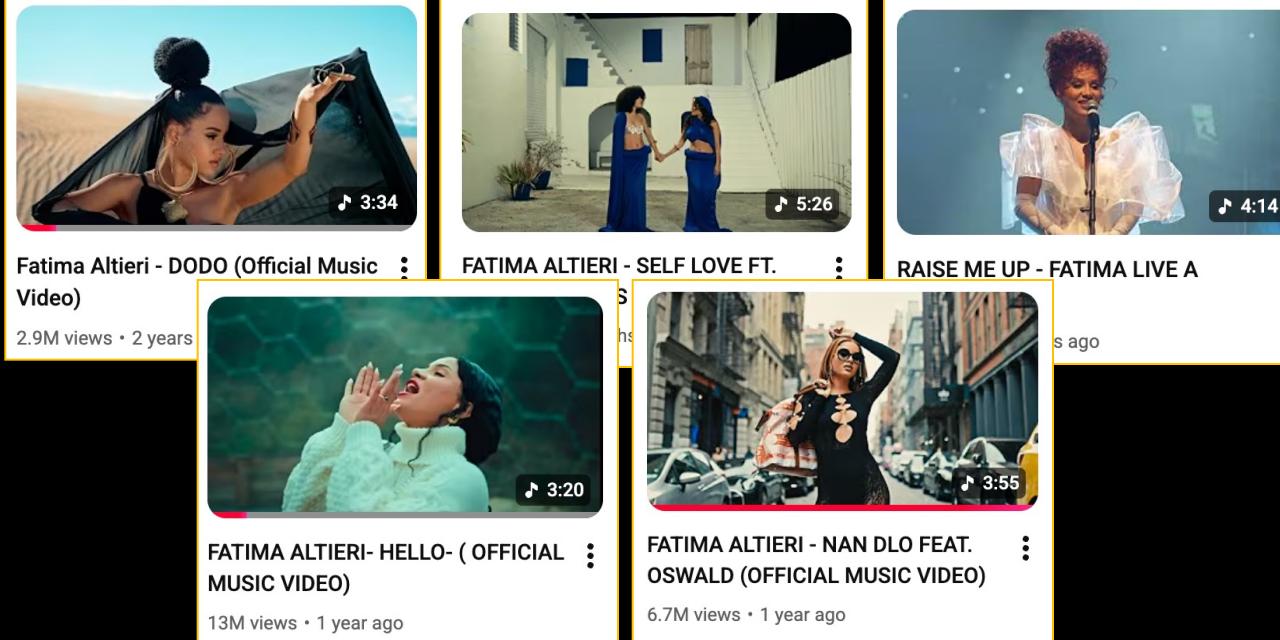
20,542,387 TOTAL VIEWS | 621K FOLLOWERS | 242.7K FOLLOWERS

498.6K FOLLOWERS | 588 FOLLOWERS | 249 FOLLOWERS

4.83K MONTHLY LISTENERS | 364 FANS | 72 FOLLOWERS | 4 FOLLOWERS

CARTS

DECEMBER 5, 2024



Fatima Altieri - DODO (Official Music Video)
2.9M views • 2 years

FATIMA ALTIERI - SELF LOVE FT.
5:26

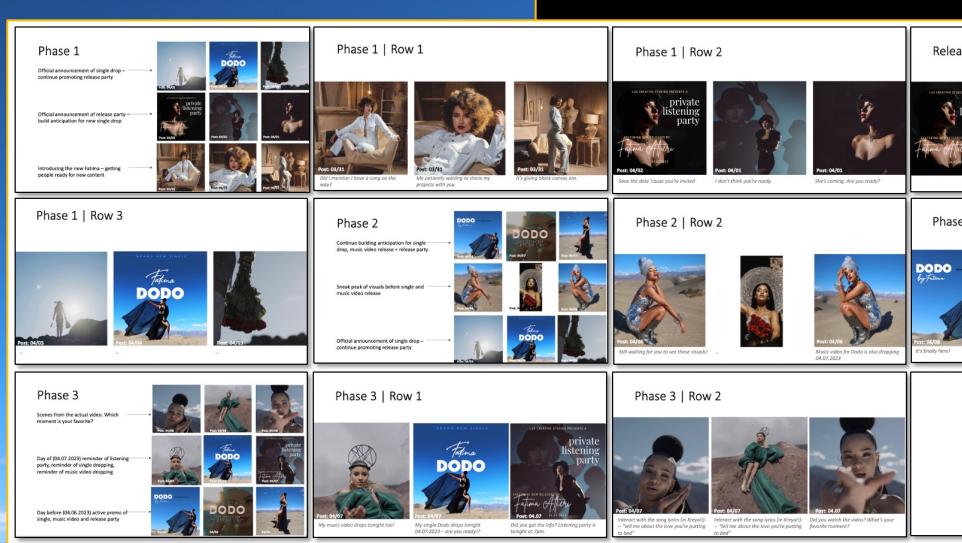
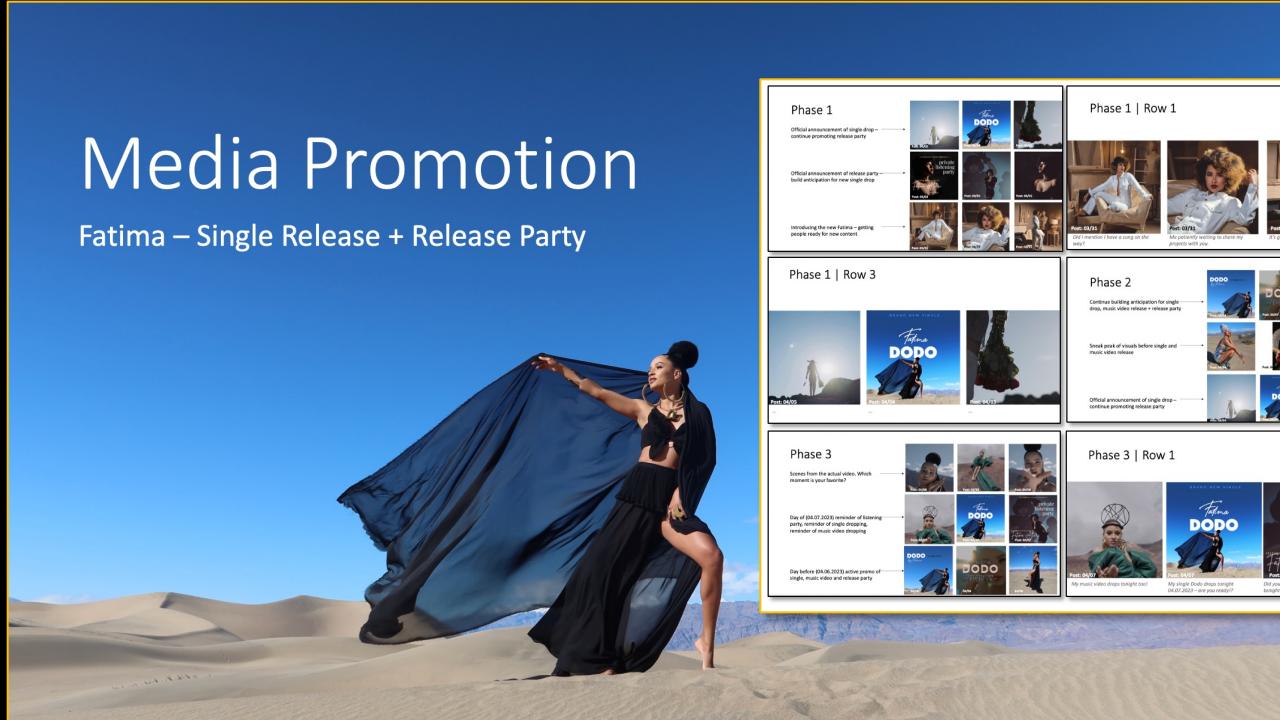
RAISE ME UP - FATIMA LIVE A
4:14

FATIMA ALTIERI- HELLO- (OFFICIAL MUSIC VIDEO)
13M views • 1 year ago

FATIMA ALTIERI - NAN DLO FEAT. OSWALD (OFFICIAL MUSIC VIDEO)
6.7M views • 1 year ago

- ✓ Lead campaign and commercial strategy across subsequent releases over a three-year artist relaunch, optimizing performance-driven ad campaigns on TikTok, Instagram, and YouTube through creative testing, audience insights, and real-time data. This integrated approach culminated in Fatima Altieri's highest-grossing solo concert, exceeding industry benchmarks for content virality and audience engagement.

STRATEGY | SOCIAL MEDIA PROMOTION, SINGLE RELEASE



- ✓ Drive innovative social media campaigns, creating strategies and production plans for a renowned Haitian musician's video releases, generating 2.1M+ and 6.4M+ views and setting new benchmarks in the Haitian Music Industry.

STRATEGY | SOCIAL MEDIA PROMOTION, FILM RELEASE



- ✓ Strategized and implemented strategic content plans for Sons & Daughters of Haiti's indie film *This Unexpected Love* generating 70K+ social media impressions in the first week of launch to secure agency support for streaming network negotiations.

STRATEGY | WEBSITE DEVELOPMENT

- ✓ Consolidated strategy and copy to showcase the film's production and cast, positioning the project through a website landing page designed to drive audience engagement from trailer to social media for both fans and production houses.

UNEXPECTED LOVE
THE MOVIE

HOME ABOUT THE CAST PROMOTION (+) CONTACT

Share

Unexpected Love | Official Trailer

Unexpected Love

STELLA DAMASUS
Stella is played by originally-venezuelan Nigerian actress, singer, songwriter, and producer. She is best known for her role as Dr. Linda in the 2010 movie *Just Come I*. She has also been a recurring cast member in the Nigerian TV series *Just Come I* and *Just Come II*. She is the founder of the Stella Damasus Foundation, a charity organization, and a member of the Board of Directors of the African Union.

FLAV GABEL (ATHLET ST FLEUR)
Flav Gabel is a well-known Nigerian singer and actress. He is best known for his role as Dr. Luis and his role as a police officer in the 2010 movie *Just Come I*. He has also been a recurring cast member in the Nigerian TV series *Just Come I* and *Just Come II*. He is the lead singer of the band *Just Come I*.

TONYE GARRICK
Tonye Garrick is a Nigerian actress. She is best known for her role as Dr. Linda in the 2010 movie *Just Come I*. She has also been a recurring cast member in the Nigerian TV series *Just Come I* and *Just Come II*. She is the lead singer of the band *Just Come I*.

NAOMY GRAND'PIERRE
Naomy is a Nigerian actress, dancer, and model. She is best known for her role as Dr. Linda in the 2010 movie *Just Come I*. She has also been a recurring cast member in the Nigerian TV series *Just Come I* and *Just Come II*.

PROMOTION
Promotion for *Unexpected Love* will take place via social media, sound track publications, in person premieres, concerts and selected screening platform partnerships. Below is an estimated timeline of events.

Social Media Promotion with Exposure to 2.1 M followers
Nigeria, US, Haiti

PROMOTION
Promotion content will be on *Unexpected Love* Instagram and Facebook page with additional audience promotion from *Naomy Grand'Pierre* Instagram and Facebook page. *Naomy Grand'Pierre* has over 2.1 million followers on Instagram and Facebook. *Naomy Grand'Pierre* is a Nigerian actress, dancer, and model. She is best known for her role as Dr. Linda in the 2010 movie *Just Come I*. She has also been a recurring cast member in the Nigerian TV series *Just Come I* and *Just Come II*.

UPCOMING PROJECTS
(+) **Just Come I Documentary**
An exploration of Forrest Native Migration and Diagonal Displacement. Through this project, we will interview, research and document the community's challenges and successes in their migration, including their remarkable challenges and successes that they have faced in their migration. This project will be a documentary, a book, and a series of events.

To access more information or to support the project, please fill out the form below.

First Name _____
Last Name _____
Email _____
Phone _____
Type your message here _____

STRATEGY | GO TO MARKET



- ✓ Synthesized audience engagement data to launch go-to-market strategies for 23 Atlanta-based entrepreneurs, establishing brand positioning and messaging frameworks to successfully deploy tailored, cross-platform campaigns.

A VETERAN'S GIG

Outreach for veterans through Backline & Music Production Therapy.

After running *Omega Backline* for 8 years medically retired Lieutenant Colonel Brian Ward founded *A Veteran's Gig* to share the healing through Backline and Music Production Therapy with other veterans.

To recover from injuries sustained in combat, Brian Ward completed physical and outpatient treatment in 2016. About a year later, Brian got involved with the Backline Industry where he discovered that the emotional and physical benefits of music exposure and added healing for his PTSD and TBI diagnosis. Brian's company Omega Backline has garnered national attention for its work with artists like Prince, Jay-Z, Hip Hop and Rap artists including New Edition, Keith Sweat, Erykah Badu, The Isley Brothers and Teddy Riley among other artists.

As an extension of Omega Backline, Brian launched *A Veteran's Gig* in 2020 as a nonprofit centered around outreach for veterans as they too, can experience the healing Backline and Music Production Therapy can offer.

A RESOURCE FOR HEALING

- ✓ Collaborating on Backline and Music Production Gigs cultivates a shared sense of camaraderie and connection among veterans which fosters a safe and supportive environment for healing
- ✓ Exposure to live music allows veterans to channel their experiences and emotions and transform them in tangible and meaningful ways
- ✓ A safe and supportive environment allows veterans to explore their inner thoughts and feelings leading to a sense of empowered self-discovery

Created by veterans for veterans, *A Veteran's Gig* offers Backline and Music Production Therapy, so retired veterans can have an outlet to serve both themselves and others; achieving healing, connection and activity, while coping with common issues associated with combat.

WHY A VETERAN'S GIG?

AN OUTLET FOR SERVICE.

A RESOURCE FOR HEALING.

A NEW WAY TO SERVE ON TOUR.

A NEW WAY TO SERVE ON TOUR

With music and healing at the forefront of their service, veterans can engage in Backline and Music Production tours, realizing their skills in

- ✓ Goal oriented execution to complete time sensitive tasks
- ✓ Discipline and focused technical skills
- ✓ Keen attention to detail
- ✓ Extensive logistics planning
- ✓ Equipment prep and assembly
- ✓ Conveying to locations
- ✓ Adapting to new environments

QUICK TERMS

BACKLINE

Backline refers to a niche yet critical part of the music business, where required musical instruments and equipment are set up for use at concerts, tours and festivals.

MUSIC PRODUCTION THERAPY

Music Production Therapy is an AVG specific, multi-discipline approach for veterans to heal combat related injuries through immersive experiences with music and music production.

AN OUTLET FOR SERVICE

Backline allows veterans to

- ✓ Engage in a safe and therapeutic environment
- ✓ Shared camaraderie amongst other veterans
- ✓ Stay active with a renewed sense of purpose
- ✓ Work together towards tangible goals of putting on a concert together.

WHY A VETERAN'S GIG?

"Backline helps keeps my hands and my thoughts moving. And that music helps restore feelings of joy, peace and relaxation."

"I know I am making a difference in other people's lives and the music allows me to feel and heal. I am serving while I am also healing."

"I have a safe space and community where I am able to connect with myself and those around me."

STRATEGY BCG BRIGHTHOUSE

- ✓ Applied proprietary diagnostic frameworks to address foundational business challenges in close collaboration with marketing, product, and executive stakeholders, including leading cultural integration for a major merger and developing the digital brand strategy for John Deere's AgTech division and talent acquisition campaign.
- ✓ Led brand repositioning and integrated campaign strategies for organizations including John Deere, Alcoa, the VA, NCAA, Canadian National Railway, Stanley Black & Decker, and MTD Holdings, translating complex business objectives into clear, purpose-driven storytelling.
- ✓ Produced the [*She Wonders* podcast series](#), managing end-to-end content strategy to deepen engagement and elevate senior-level client conversations.

NAOMY GRAND'PIERRE

STRATEGY
BCG BRIGHTHOUSE

✓ Applied proprietary diagnostic frameworks to address foundational business challenges in close collaboration with marketing, product, and executive stakeholders, including leading cultural integration for a major merger and developing the digital brand strategy for John Deere's AgTech division and talent acquisition campaign.

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✓ Produced the [*She Wonders* podcast series](#), managing end-to-end content strategy to deepen engagement and elevate senior-level client conversations.

LinkedIn post for John Deere's AgTech division featuring four team members: Akshay Mehta, Jake Sankey, Matty Clark, and Eric Crawford. The post includes a quote: "Everyone's building a better tomorrow. We're also feeding it. Help the world leap forward."

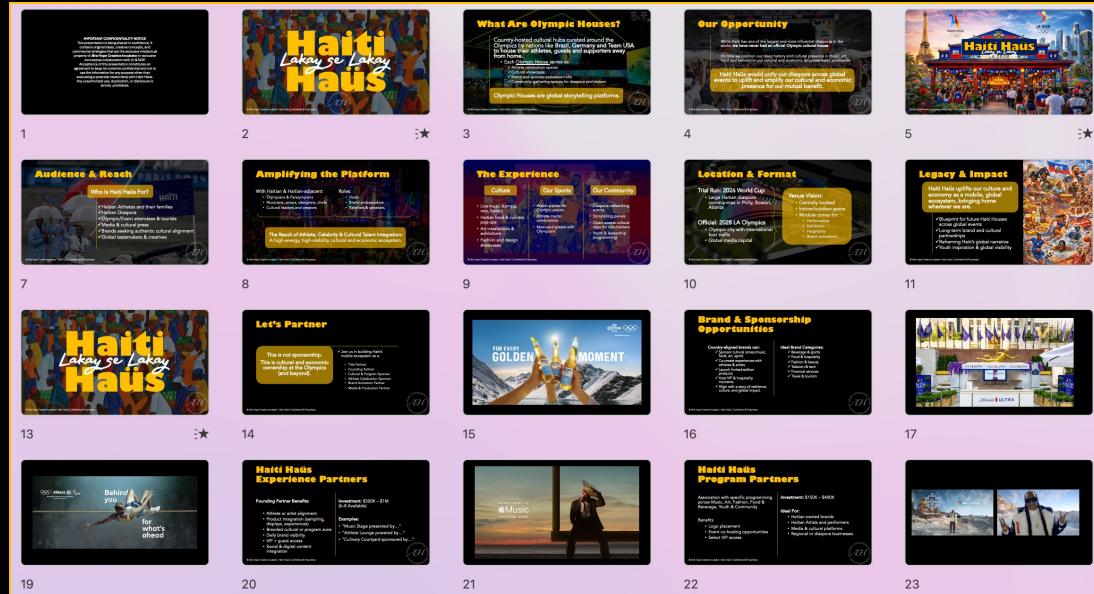
Spotify player for the 'She Wonders' podcast, Season 2, Episode 3: "Daydreaming to Groundbreaking with Angela Oguntala". The episode description: "Angela Oguntala, Futurist and Founder of a Foresight Agency, sheds light on the power of dreaming and imagination, and how we—as individuals, communities, 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."

Transcript of the podcast interview with Angela Oguntala:

Akshay Mehta: Autonomous tractors, self-driving tractors? I didn't realize that John Deere had done so much already in advance. It was surprising for me. When you see that the data is used to help humans, you just feel proud. And that's our main Purpose of having that data. That's what we use to help our farmers, to help our construction equipment and also to have our tractors run autonomously."

CONCEPTS

CONCEPT | HAÏTI HAÜS X LA 2028 OLYMPICS



✓ Bridge creative ideation with global development goals by prototyping culturally driven launch initiatives using AI tools (DALL-E, Midjourney, Co-Pilot), including concepts like Haiti Haus, in advance of Haiti's participation in the 2026 World Cup and the 2028 Los Angeles Olympics.



CONCEPT | MARTA X WORLD CUP 2026

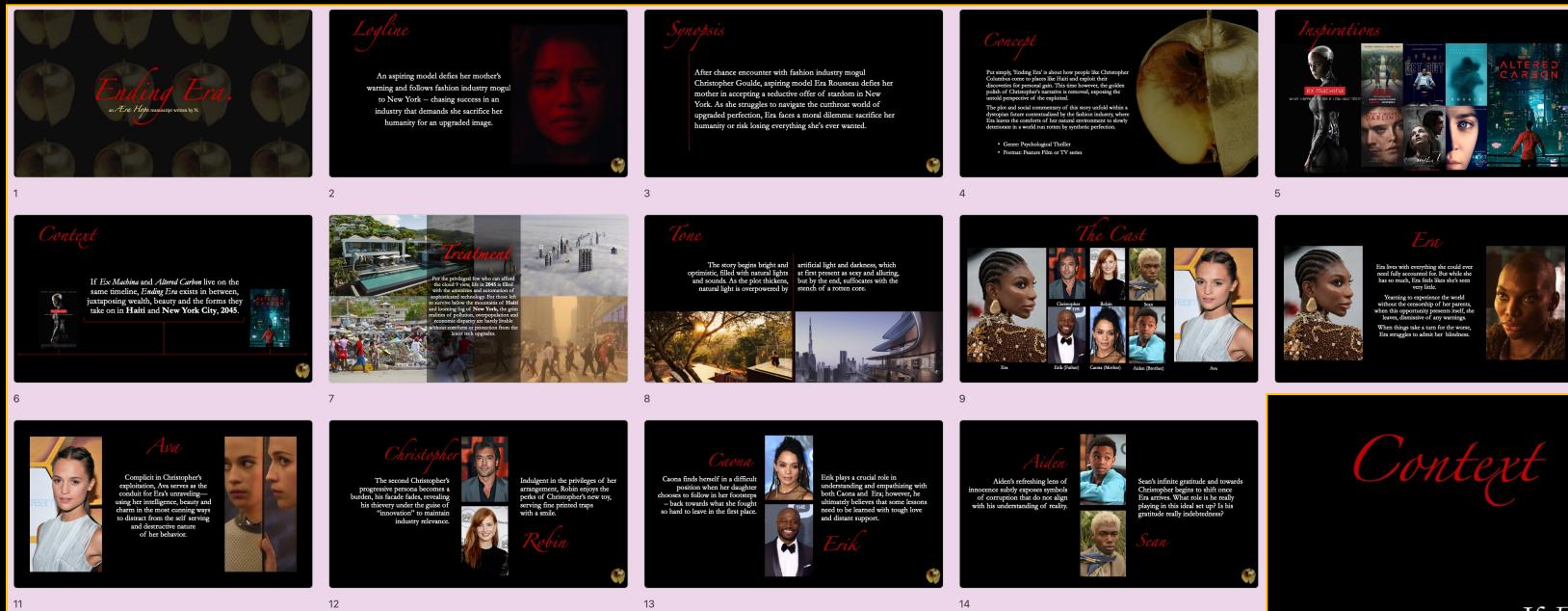


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10	11	12	13	14
15	16	17	18	19



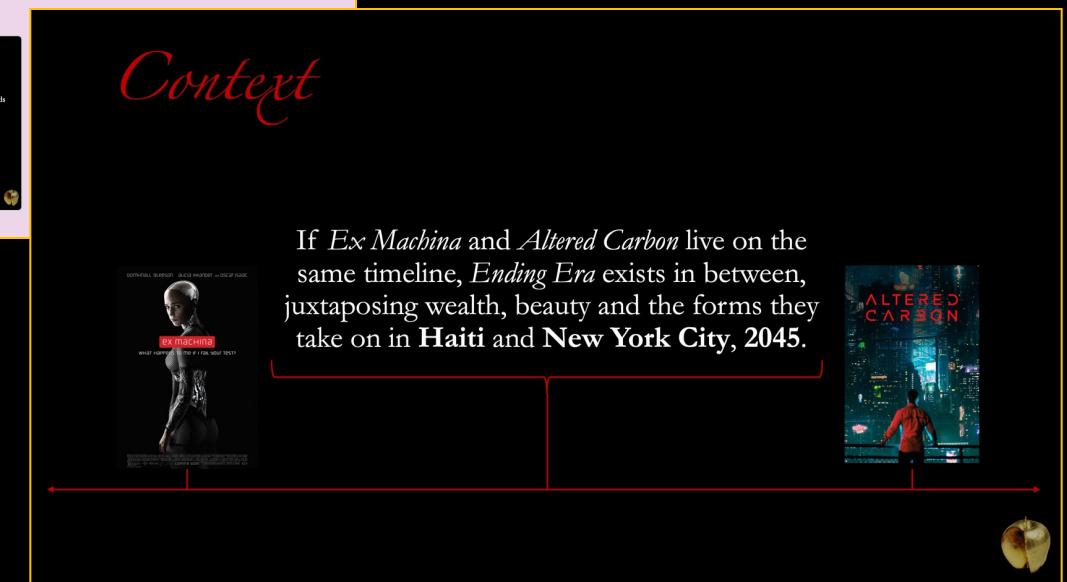
- ✓ Leverage generative AI, data-informed insights, and multicultural fluency to prototype and pitch future-facing cultural launch concepts. *Atlanta in Bloom* proposes beautifying existing MARTA rail lines and stations to increase ridership among locals and tourists ahead of the 2026 World Cup. Concepts were pitched to MARTA's Marketing team.

CONCEPT | ENDING ERA FEATURE



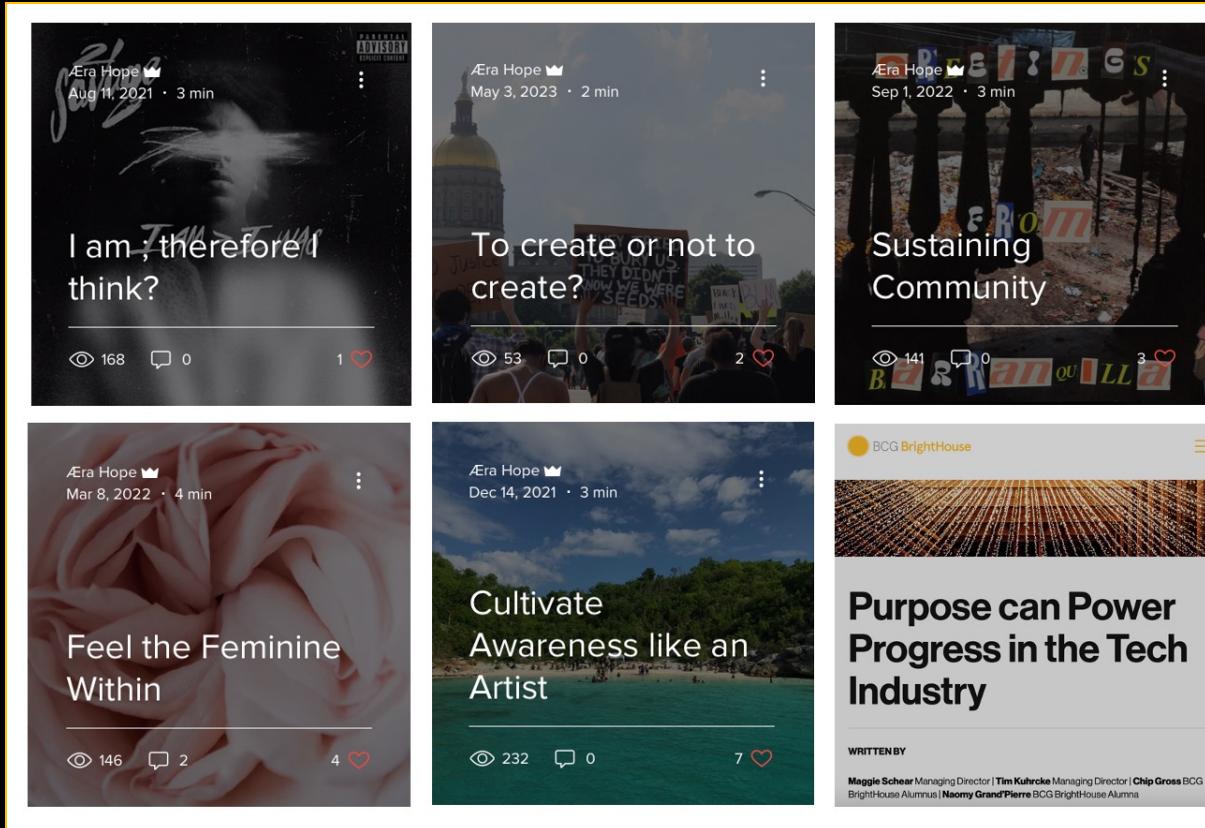
- ✓ Developed visual lookbook for the proposed feature film *Ending Era* as a companion to the written manuscript, circulating it across industry channels as a development tool for ideation, positioning, creative dialogue, and feedback.

If *Ex Machina* and *Altered Carbon* live on the same timeline, *Ending Era* exists in between, juxtaposing wealth, beauty and the forms they take on in **Haiti** and **New York City, 2045**.



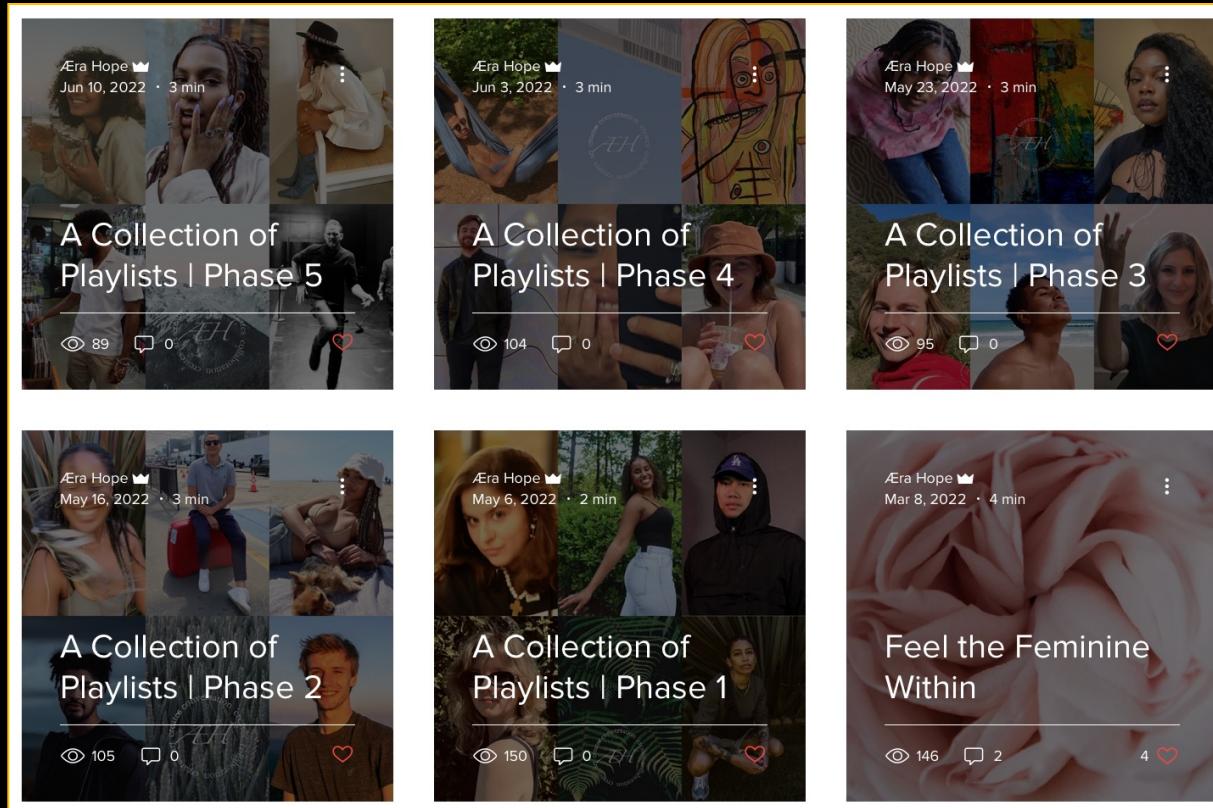
COPYWRITING

CREATIVE WRITING | THOUGHT LEADERSHIP



- ✓ Contributed to more than 10 thought leadership pieces as both a solo and collaborative writer, including a publication with BCG BrightHouse examining the role of purpose in the tech industry.

CREATIVE WRITING | 'A COLLECTION OF PLAYLISTS'



- ✓ Originated and authored *A Collection of Playlists*, a six-part blog series featuring curated playlists from 31 artists across the United States. Individually crafted editorial commentary, one-sentence descriptions, and personalized portraits for each artist's 25-song submission.

CREATIVE WRITING | PERSONAL STORYTELLING



The Ugly Truth
Becoming Haiti's First Female Olympic Swimmer
By: Naomy Hope Grand'Pierre

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Ending Era.



*an Era Hope manuscript.
written by N.*

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- ✓ Wrote, edited, and pitched an original Olympic memoir alongside the *Ending Era* narrative and feature screenplay, demonstrating long-form storytelling across memoir, fiction, and film while translating personal and fictional narratives into development-ready IP aligned with creative, cultural, and commercial goals.

THANK YOU



Naomy Grand'Pierre
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www.aerahope.com