

NAOMY GRAND'PIERRE, OLY

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PROFESSIONAL SUMMARY

Creative Strategic Leader and Cultural Storyteller who translates deep human insight into brand narratives and campaign strategies that drive measurable business and cultural impact for clients across entertainment, tech, and CPG. Fueled by an entrepreneurial and Olympic background, my performance-driven creative process leverages generative AI and multicultural fluency to develop resonant content, ensure meaningful audience connection, and drive millions of impressions for global initiatives and Fortune 500 brands.

PROFESSIONAL EXPERIENCE

Æra Hope Creative Incubator, Atlanta, GA

Creative Strategist

January 2022 – Present

- 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*).
- Bolstered audience engagement by 240% for Heineken's Caribbean portfolio through full-cycle campaign leadership: directed parallel campaigns for *Toro* and *Kinam* and led the *Prestige* National Flag Day campaign from concept through on-set production to ensure creative achieved client KPIs despite significant budget constraints and political challenges.
- 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 to create targeted campaigns for audience education, investor engagement, and early market adoption.
- Established and executed the commercial strategy that delivered artist Fatima Altieri's highest-grossing solo concert by optimizing performance-driven ad campaigns on TikTok, Instagram, and YouTube and leveraging multi-million-view music videos that shattered industry benchmarks (HMI) for content, production, and virality.
- Forged strategic partnerships by bridging creative ideation with global development goals: secured sponsorships from *Adidas*, *TYR*, and *Caribbean Apparel* for Haiti's Olympic Swim Team and prototyped concepts with AI tools (DALL-E, Midjourney) for cultural launch initiatives like *MARTIA x 2026 World Cup*, *Haiti Haïis x LA 2028*, and Grammy-nominated artists' album development.
- Strategized and executed content launches for underrepresented indie films (*This Unexpected Love* and *The Draft*) to generate engagement leads, securing agency support for streaming negotiations with Nigerian and American production houses, and full production funding from Canadian production houses.
- Synthesized audience engagement data to launch go-to-market strategies for 23 Atlanta-based entrepreneurs, establishing brand positioning and messaging frameworks to successfully deploy their tailored, cross-platform campaigns.

BCG BrightHouse, Atlanta, GA

Strategist

October 2020 – March 2022

- Applied proprietary diagnostic frameworks to solve foundational business challenges. 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.
- 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 client conversations.

SKILLS & LANGUAGES

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

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

Technical & Analytics: Generative AI (DALL-E, Midjourney, Co-Pilot), Performance Optimization, Project Management

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

NOTABLE 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

EDUCATION

University of Chicago, Chicago, IL

Bachelor of Arts in Psychology, Trott Business Program

Leo Burnett, Chicago, IL

Immersive Apprenticeship Program