



# Cécile Mia Martin

Creative Director & Instructor

Paris, France

[Portfolio file](#)

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## Links

[LinkedIn](#)

## Languages

French (Native)

English (Work Proficiency)

## About

Elaboration de concepts créatifs et stratégiques - 360.

Working on 360 campaigns. Print & digital. Creation. Concept. Building stories and communities.

Finding the perfect big idea for your brand to completion.

Always keeping people in mind. Team and passion: key.

### BRANDS WORKED WITH

ADDICTION Agency

AGENCE CDG

Black Negative

CHIC

ESD - École Supérieure du Digital

ESP Ecole Supérieure de Publicité, Communication et Marketing

Insurrection

Publicis Luxe

TSC

## Experience

### ● Creative Director

CHIC | Jun 2021 - Feb 2022

### ● Intervenante, Coaching, jury

ESP Ecole Supérieure de Publicité, Communication et Marketing | May 2021 -

Des bachelors aux Masters, intervention sur des cours de direction artistique, veille, et également coaching/jury sur des diplômes/compétitions.

### ● Senior Art Director

TSC | Mar 2020 - May 2021

### ● Intervenante - DA et culture créative

ESD - École Supérieure du Digital | Oct 2018 -



### ● Art director

Publicis Luxe | Feb 2018 - Mar 2019

- 360 campaigns for Biotherm, Biotherm Homme & Animation

- Lancôme - concepts, Tvc, product video. New skincare product and for Idôle pefume, with Florence Belisson (CD), Jennifer Harrington & Rebecca Leffler (Copy)

- Immersive website with interactive video for Swarovski Remix Collection

### ● Art Director

Insurrection | May 2017 - Feb 2018

Insurrection Paris x DIVISION

Treatment & art direction for big TVC

Clients: Garnier, Chloé, YSL, L'Oréal Stylista, Scotch & Soda, Paco Rabanne, Perrier, McDonalds, Peugeot, Citroen, ...



### ● Art director

AGENCE CDG | Jul 2016 - May 2017

[www.agencecdg.com](http://www.agencecdg.com)



- **Graphic designer**

Black Negative | Mar 2014 - Apr 2015

- **Junior Art Director**

ADDICTION Agency | Jan 2014 - Feb 2014

- **Creative Director**

| Aug 2010 -

2016-2023 — clients : Clarins, ADN Production (Richard Group, Sonia Rykiel...), Chic (Cheval Blanc, Glenlivet Prestige, Lallier, Remy Martin...), BETC (Sephora), WPP (BOSS), Lancôme, Malherbe Paris (Guerlain), Ogilvy London (Boots - No7), Spring Studio London (Estée Lauder), LittleHawk (BBC x AppleTV), W&Cie, Bandits (Dior, Armani...), Goodseed (Lancel), Atelier Lum (Chanel), Opos, Cherry on top (Anne Semonin, le Bon Marché, Yazid ICHEMRAHEN...)

10/2011 — Webdesign for a peer to peer lending platform: Peerform - NY, UNITED STATES templates range, enhancement and financial speech simplification using uncutted design and user-friendliness tight deadlines: 4 days at the agency

- **Creative**

| Sep 2010 - Now

2016-2023 — clients : Clarins, L'Oréal, ADN Production (Richard Group, Sonia Rykiel...), Chic (Cheval Blanc, Glenlivet Prestige, Lallier, Remy Martin...), BETC (Sephora), WPP (BOSS), Lancôme, Malherbe Paris (Guerlain), Ogilvy London (Boots - No7), Spring Studio London (Estée Lauder), LittleHawk (BBC x AppleTV), W&Cie, Bandits (Dior, Armani...), Goodseed (Lancel), Atelier Lum (Chanel), Opos, Cherry on top (Anne Semonin, le Bon Marché, Yazid ICHEMRAHEN...)

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## Education & Training

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2010 - 2012 ● **Digital Campus**

Licence (Degree in Multimedia's project manager),

2007 - 2010 ● **Duperré**

BTS Communication Visuelle,