



Céline Zaragoza

Head of Experiential/Communication

Paris, France

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Languages

English (Fluent)

French (Native)

Spanish (Basic)

About

CONTENTS & EXPERIENTIAL DIRECTOR_event & image expert Accomplished Communications executive with over 20 years of experience, to develop Maison awareness.

BRANDS WORKED WITH

Agence Riviere_publications

Assouline Media_publishing

Condé Nast

Golden Mama

Mazarine

Publicis Events_account

Savoir Faire Agency C/o Savoir Faire

Young & Rubicam_360°

Experience



● Events & Partnerships Executive Director_Vogue-Vanity

Condé Nast | Mar 2022 - Oct 2022

Contents, creation & production,, experiential direction for the four Condé Nast France brands - VOGUE AD GQ VANITY FAIR
 •Management of the event team, working with Condé Nast International weekly and with the content department.
 •Artistic, cultural & operational network contributor.



● PRINTEMPS Account Director

Mazarine | Jun 2021 - Dec 2021

o New brand platform, new visual identity, teaser and launch campaign (print/digital)
 o Coordination and overview of each communication channel in order to build a solid 360° project.

● communication consultant

| Jun 2018 - May 2021

Editorial Director for the 1 1th issue of « LV The Book », printed and published by Maison Louis Vuitton. o Project director, editorial reflexion, co-management of editorial team with the chief editor, client relationship. Speaker for business schools (Kedge, ISEG_ionis group): conferences, webinars on luxury strategies. Other clients_On/Off line strategies, events, pr strategies, project leader for l'Hôtel de Pourtalès (No Adress hotel), Groupe Bernard Magrez (cultural & food activities with Pierre Gagnaire), Martell/Hopscotch luxe, RADO watches, ArtBridge, annual charity for PSG football club/Shortcut...

● Agency

Savoir Faire Agency C/o Savoir Faire | Aug 2012 - Dec 2017

Creation and direction of the cultural marketing & event agency c/o the music company Savoir Faire o Brand strategy, experiential, event, partnership, parties, launch events, publishing for prestigious lifestyle brands and in house talents. o Clients relationship, from the creative brief to the project delivery within the allocated budgets //Budgets from 50k€ to 600k€. o Develop and increase loyalty of Savoir Faire's network including cultural decision makers and connected opinion leaders.

● Account. Director

Publicis Events_account | Feb 2008 - Jun 2012

Creation of luxury and premium event unit dedicated to Publicis Group large accounts o Major accounts customer relationship: Perrier-Jouët, Laurent Perrier, Renault, DIM, Coty Prestige, BlackBerry, Perrier, Sony. o Management of project, creation, production teams ; from creation brief to project delivery //Budgets from 50k€ to 1M€.

● Group manager

Young & Rubicam_360° | May 2007 - Jan 2008

o Coordination of each group expertise around a 360° project for Kronenbourg breweries (Y&R advertising, Y&R publishing, Y&R digital, Pro Deo).

- **group manager**

Assouline Media_publishing | Oct 2006 - Apr 2007

o Brand content, magazine production for brands & hotels (Chanel Horlogerie, Cartier, Ritz, Meurice).

- **Publishing & special operations project manager**

Agence Riviere_publications | Feb 2002 - Jun 2006

Deluxe free magazines on trends, lifestyle and luxury (Un, Six & Huit magazines): photo producer, launch events, partnerships. o Publishing supports, press release, brand magazines for rivière(s)'s clients, Events partnerships for Martini and Les Vins de Bordeaux (CIVB)



- **Projects. Director**

Golden Mama | Feb 2023 - May 2023

- Ominichannel events supervisor, project leader with content and production teams to realize events around the world.
- Talents identification to serve each project - Creation/production: pop up stores, VIP/VIC party for luxury brands (Dior Beauty, Dityque, Lacoste...).