

CECILE ENGRAND

CREATIVE DIRECTOR

LONG STORY SHORT

For over 15 years, I've worked in Paris, London, Barcelona, Boston and now remotely – on both the agency and client sides – for Fortune 100 companies – across e-commerce, tech, health care, financial services, retail and luxury industries – leveraging my proven strategic, conceptual, production, presentation and leadership skills, to direct, develop, and motivate diverse and inclusive teams – and deliver world class engagement and activation experiences!

CONTACT

✉ cecile.engrand@gmail.com

☎ +1 (617) 909 4618

🌐 LinkedIn

🌐 Portfolio

🛂 EU + US work visas

SKILLS

CREATIVE DIRECTION

Experience design

Brand strategy + Customer insight

Creative conceptualing

Leadership + Mentorship

AREAS OF EXPERTISE

Graphic design

Events + Activations

Photo + Video

Social + Content

SOFTWARE

Creative Suite

Sketchup

Office 365 / Google Suite

Final Cut Pro

Wordpress

LANGUAGES

French (*Native*)

English (*Fluent*)

Spanish (*Fluent*)

PROFESSIONAL JOURNEY

CREATIVE DIRECTOR, EXPERIENCE

Opus agency | February 2022 - Present
Remote, USA

Directed and developed in-person and virtual events (from executive meetings to 30,000 attendee programs) that garnered award-level recognition for Fortune 100 Companies in the Tech and e-commerce industries:

Executive Creative Director for Amazon and NetApp – grew account billings and deepened client/agency relationship through strategically powerful work that broke through, stayed within budget and exceeded client expectations.

Events: Conceptualized, presented and executed all aspects of major events from **strategic planning** to site visits, **event theming** to **tactical event flow**, entertainment to logistics, **scenic design** to **signage**, presentation development to **speaker coaching** and the delivery of all print/video/digital support materials.

[2020–2021 | Immigration status transition | *From O-1 Visa to Green Card, delayed by the Pandemic*]

CREATIVE DIRECTOR, EVENTS

Cramer agency | 2018–2020
Boston, MA

Developed and delivered high-impact events for Fortune 500 Companies in the Tech, Healthcare and Financial Services industries:

Activations & Brand Experiences: Created and realized complex **multi-media immersive experiences** and activations that motivated, educated and inspired partners and clients, and brought brands to life.

Events: Directed full programs, from the pitch to the execution of all sizes events and road shows.

CECILE ENGRAND

CREATIVE DIRECTOR

EDUCATION

BA, INDUSTRIAL CERAMICS DESIGN

ENSAAMA Olivier de Serre
(Applied Art School),
Paris, France

MA, INDUSTRIAL & PRODUCT DESIGN

Beaux-Arts de Saint-Etienne
(Fine Art school),
Saint-Etienne, France

WHEN I HAVE FREE TIME

ANYTHING CHOCOLATE

Professionally trained Chocolate Maker,
Chocolatier and French Pastry Chef

FOOD PHOTOGRAPHY

Hobbyist turned professional on
[instagram.com/cilou.e](https://www.instagram.com/cilou.e)

MEDITATION

A practice begun in Nepal & India now
extends to over 2000 consecutive days

BRANDS I HELPED BUILD

CHRISTIE'S  

   

  

  

PROFESSIONAL JOURNEY (PAGE 2)

CREATIVE DIRECTOR, FREELANCER

Life & Creativity Explorer | 2016-2018
Barcelona Spain & the Rest of the World

Creative directed multiple marketing projects while also challenging my creative mindset by designing retail concept stores, completing a certification course in French Pastry at Ducasse Culinary School, Paris, learning Japanese Baking in Tokyo, and spending a month in silent meditation at Kopan Monastery in Nepal.

HEAD OF CREATIVE INNOVATION

Vistaprint, Online Marketing | 2013-2016
Barcelona, Spain & London, UK

Advanced from Art Director to International Creative Director leading large teams of designers & copywriters. Managed large budgets and integrated teams to deliver mission-critical product designs, CEO-praised marketing events, UX, videos, PR, digital and print collateral, retail and corporate spaces.

HEAD OF B2C PRODUCT DESIGN, EU

Vistaprint, Online Marketing | 2010-2013
Barcelona, Spain

Led and managed the B2C product design team for the EU market; strategized product design and set trends for seasonal collections, optimized the Home & Family online experience, art directed the content production team in Tunisia, as well as illustrated and designed products.

GRAPHIC & EVENT LEAD DESIGNER

Christie's Auction House | 2006-2010
Paris, France

Created and produced printed collateral, clients proposals, event, and interior environment design solutions for efforts spanning the Parisian auction house - including the Yves St-Laurent Exhibition and Sale of the Century Event, in Paris and the Jewels & Watches Sales in Geneva.