

# Marie LAURENT

Creative Director



JEWELRY



SKINCARE



FRAGRANCE



MAKEUP



HAIR

## MARIE LAURENT FRANCOIS

Director of creative

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### RESUME SUMMARY:

I'm an international **Creative Director** with over **16 years** of experience in the beauty and luxury industries. I specialize in conceptualizing and delivering comprehensive **360° campaigns** across print, TV, social media, visual merchandising, and scenography. My work spans **global and local markets** across **Asia, Europe, and North America**, covering categories such as **skincare, makeup, fragrance, haircare, and jewelry**. In today's dynamic consumer landscape, I believe that balancing global vision with culturally tailored strategies is essential for impactful campaigns. Consumers seek authentic, meaningful connections with brands, and I'm passionate about creating strategies and concepts that resonate globally while establishing strong local relevance. Drawing inspiration from fashion, photography, art, design, film, and architecture, I have extensive expertise in conceptualizing and managing photoshoots. With advanced skills in Adobe Creative Suite—particularly Photoshop, InDesign, and Illustrator—and strong leadership and communication abilities, I effectively lead creative teams of up to 10 designers.

### EDUCATION:

**Master 1 degree, Art Direction**

*Sup de pub, (SP4) Paris, 2010*

Bachelor degree, option Création:  
Art direction and production.

**BTS communication des entreprises**

*Sup de Pub, Lyon, 2009*

Senior Technician Certificate in  
Business communications.

**Baccalaureate Option fine Arts**

*High school "Dumont Durville"  
Toulon, 2005*

Major option: Fine arts,  
Minor options Art history,

06.2019 - Now  
**ESTEE LAUDER**

*Director of Creative - Estee Lauder and Aerin Beauty - NOAM*

In charge of the creative for North America region, Skin care, Make-up, fragrance. Oversee creatives in North America market: Social media, print, visual merchandising, promo, collaterals, special events, education material, PR. Managing a team of 6 creatives.

- 🏆 Coaching Champion Award - ELC 2022
- 🎓 Graduated the Emerging Leaders Program -ELC 2024
- 🏆 Meta JBP Award - Game day your way EL2023
- 🏆 Silver ARF David Ogilvy Awards 2024

01.2017 - 06.2018

**FREELANCE**  
*Directrice Artistique*

Move to the United States. Cartier (scénographie) In charge of the creation of the «Salon International de la Haute Horlogerie» scénographie in 2017.

01.2015- 01.2017

**PUBLICIS 133 - CARTIER**  
*Senior Directrice Artistique*

International campaign, print, digital, scénographie. 360 launch of the new fragrance «L'envol», fine jewelry and watches. Fine jewelry campaigns. In charge of the creation of the «Salon International de la Haute Horlogerie» scénographie in 2016.

05.2013 - 01.2015

**PUBLICIS 133 - LANCOME**  
*Senior Directrice Artistique*

International campaign, brand identity, print, TV commercial, digital. In charge of the Tresor franchise (Launch of the new fragrance «La Nuit Tresor»), Absolve, Skin care, and make up, and various other international campaigns.

04.2012 - 05.2013

**OGILVY & MATHER - POND'S**  
*Directrice Artistique*

International and Asian market. International campaign, brand identity, print, TV commercial. Develop creative concepts with Senior Copywriter. Managing video and still life shooting and post production.

09.2010 - 03.2012

**PUBLICIS 133 - KERASTASE - L'ORÉAL PROFESSIONNEL**  
*Junior Directrice Artistique*

Develop creative concepts with Senior senior art director and copywriter. Bring ideas, create moodboard and mockups. Manage or/and assist video and still life shooting and post production.

