



NELLY TADJER

Multidisciplinary Creative

INFO

Name Nelly Tadjer
Nationality Canadian & French
Language French, English, other
Birthday September 9th

CONTACT

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MAJOR CLIENTS

eBay
 Van Cleef & Arpels
 Bloomingdale's New York
 Gucci
 Karl Lagerfeld
 Mattel
 Ralph Lauren
 IBM Watson
 DKNY
 Hard Rock Cafe Inc.
 Heineken
 Freixenet
 British American Tobacco
 Matt & Nat
 Lâg Guitars
 YUL Airport
 SFR France
 Hyundai
 Orange France
 Ubisoft Montreuil

SOCIAL MEDIA

Linkedin
www.linkedin.com/in/nellytadjer/

PROFILE

With extensive experience in various sectors such as luxury, fashion, and institutional markets, and having worked with hundreds of clients, I have mastered all aspects of communication—from strategy to 360-degree campaigns, including digital and AI.

Having worked in Paris, London, and Barcelona, and now based in Montreal as a Canadian, I am ready to contribute to the entire communication strategy of a company with a modern and innovative approach.

EXPERIENCE

- 2022 - now **MATT&NAT**
Consultant expert/content editor , Montréal - Canada
 Creative shooting, editing, vidéo, social media etc
- 2021 - now **AI TRAINER**
Trained and guided teams on integrating AI tools like Midjourney, ChatGPT, Runway, Stable Diffusion, Meta Movie, Leonardo, and Kling into creative workflows for enhanced efficiency and innovation.
- 2019 - now **FLOAT 4**
Senior Interactive Art Director, Montréal - Canada
 Led the creative ideation process and developed compelling pitches to secure client buy-in for innovative experiential and interactive design projects.
- 2021 - 2022 **VMLYR/WPP AGENCY**
Creative Director, Montréal - Canada
 Led the creative team in launching the Zonnic brand nationwide, managing packaging and prepress (PAO) design with significant challenges for British American Tobacco brands.
- 2018 - 2019 **LES COURS MONT ROYAL**
Creative Director, Montréal - Canada
 Supervised and managed the communication strategies for 35 retail stores, the Barbie Museum, and a luxury spa. Directed and coordinated all creative efforts, ensuring consistency and innovation across campaigns and communication platforms, from digital strategies to in-store experiences.
- 2013 - 2017 **MULTIPLE INTERNATIONAL CLIENTS**
Freelance Creative Consultant, Paris, Barcelona- Europe
 Operated independently and collaborating with numerous brands to revitalize their identity. Specialized in brand development, logo redesign, and strategic improvements to enhance market presence. Organized high-impact events, ensuring cohesive brand communication across all channels. Delivered tailored creative solutions to elevate each brand's visibility and engagement in their respective markets. Notably, I co-launched the first fashion crowdfunding platform in France, handling everything from the visuals and web design to collaborating with renowned fashion illustrators.
- 2013 - 2017 **FRENCH GUITAR CONTEST**
Founder & Organizer Paris, France
 Launched the French Guitar Contest, attracting 10,000+ participants from 67 countries. I did contest organization and global promotion, digital marketing strategy, built online community and visual identity. My best challenge!

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"I am feeding my continual desire
for new creative challenges"

PERSONAL SKILLS

Creativity	*****
Versatility	*****
Teamwork	****
CopyWriting	*****
Organization	*****
Commitment	****
Strategic Thinking	*****
Innovation	*****
Leadership	****

SOFTWARE SKILLS

Adobe Creative Suite	██████████
Sketchup+vray	██████████
Google Suite	██████████
Open Ai Suite	██████████
Procreate	██████████
DaVinci Resolve	██████████
Social Medias	██████████
Figma	██████████

EDUCATION

1996-1997

BACHELOR DEGREE

Lycée privé Levassieur

In History of Art, with honors

1997-1999

BTEC Higher National Diploma

Private school Studio M

Cinema school - Audiovisual Industry

1999-2001

MASTER DEGREE

ILOI - SUPINFOCOM

3D animation diploma

2008

FORMATION

Certificate in Gemmological

2d cycle

2020-2024

DOMESTIKA + UDEMY

Certificate :

Creation of presentations with AI

Remote Work: The Keys to Working from Home

ChatGPT, GPT4, Midjourney | Complète 2024

Figma de A to Z

ULTIMATE Digital Marketing Pack 2024

Illustrated Stories: From Idea to Paper

Design Thinking: The Fundamentals

EXPERIENCE

- 2010 - 2012 **LUXURY RECRUIT**
Consultant expert/content editor, London - United Kingdom
A prestigious agency specializing in placing top freelance talent for high-end clients such as Gucci. Delivered creative direction for luxury brands. Provided tailored branding solutions and art direction to meet elite industry standards. Collaborated with high-profile clients to enhance their brand identities and execute strategic campaigns.
- 2006 - 2010 **VAN CLEEF & ARPELS**
Senior Art Director, Paris - France
Led webdesign, branding, motion design, photo editing, packaging, window displays, and 3D simulations. Managed visual campaigns and the Centenary event for the brand.
Oversaw the redesign of the boutique interior with amazing talents partners. Delivered excellence in creative design while handling multiple projects in a fast-paced environment.

BACK IN TIME

Sciences University - Bordeaux FR
Art Director / Communication

2002-2004 Luvi Olgivy - Reunion FR
Infographer 2D / video compositor

2001 Vibrason Production - Reunion FR
CG Artist / Compositor

2000-2001 Duran Duboi - Paris FR
3D Artist / Internship (+ Cryo,...)

REFERENCES

Nelly has an eye for detail and endless creativity. Her ability to balance brand identity and ingenuity is unparalleled; I would go to her with a simple asset, and she would turn it into a work of art that still communicated our brand.(...)

J.Geday,
Communication & Marketing Director @FLOAT4

(...)Very invested, efficient and conscientious, she was particularly appreciated by those around her. Nelly has very good professional and human qualities.

H. Karpov
High Jewelry Design Art Director @Van Cleef & Arpels

(...)Nelly is a very strong Creative Director, able to come up with fresh concepts and solutions that are both creative and strategic. As a solution oriented, strong listener who knows how and when to challenge her clients towards the most effective creative product, she is excellent at presenting ideas and concepts.(...)

L.E. Codère
Communication & Marketing Director@Les Cours Mont Royal

TRAVELS & HOBBIES

Reunion Island, France, Mauritius, Madagascar, Guadeloupe, Djibouti, Kenya, Morocco, Australia, Belgium, Germany, Turkish, Canada, UK, Spain, Italy, Sicilia, USA, Monaco, Switzerland, Netherland, Tahiti, Malte, South Africa

Surf(waves not internet) - Gastronomy - Science fiction of the 80,90 - History of Art - FX make-up - Astronomy - XIX century - Design of maps - Illustrations