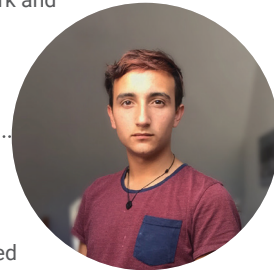


Who am I 1

I am currently enrolled in a Master's of Art degree in Communication at the University of Rouen (France), with a major in International Studies and Foreign Languages. On the side, I have completed a number of certified online courses on Project Management, Sustainable Development, Behavioral Economics and Public Management. I also speak 4 languages: French, English, Spanish and Portuguese. Moved by a strong desire to continuously surpass myself, I want to keep learning to always better my work and professional skills.



2 What do I do

I have successful previous volunteering experience in event planning (see "Student Life Council"), and both my studies and 2-year work experience as a commercial assistant have allowed me to gain a solid understanding of management strategies for both internal and external stakeholders, whether it be through pursuing strategic objectives or conducting communication campaigns. Additionally, I have conducted, in group or full autonomy, multiple concept case studies and market analysis, as part of academic requirements (see "Conquérant") or requests from my private circle (see "MAM Adventure").

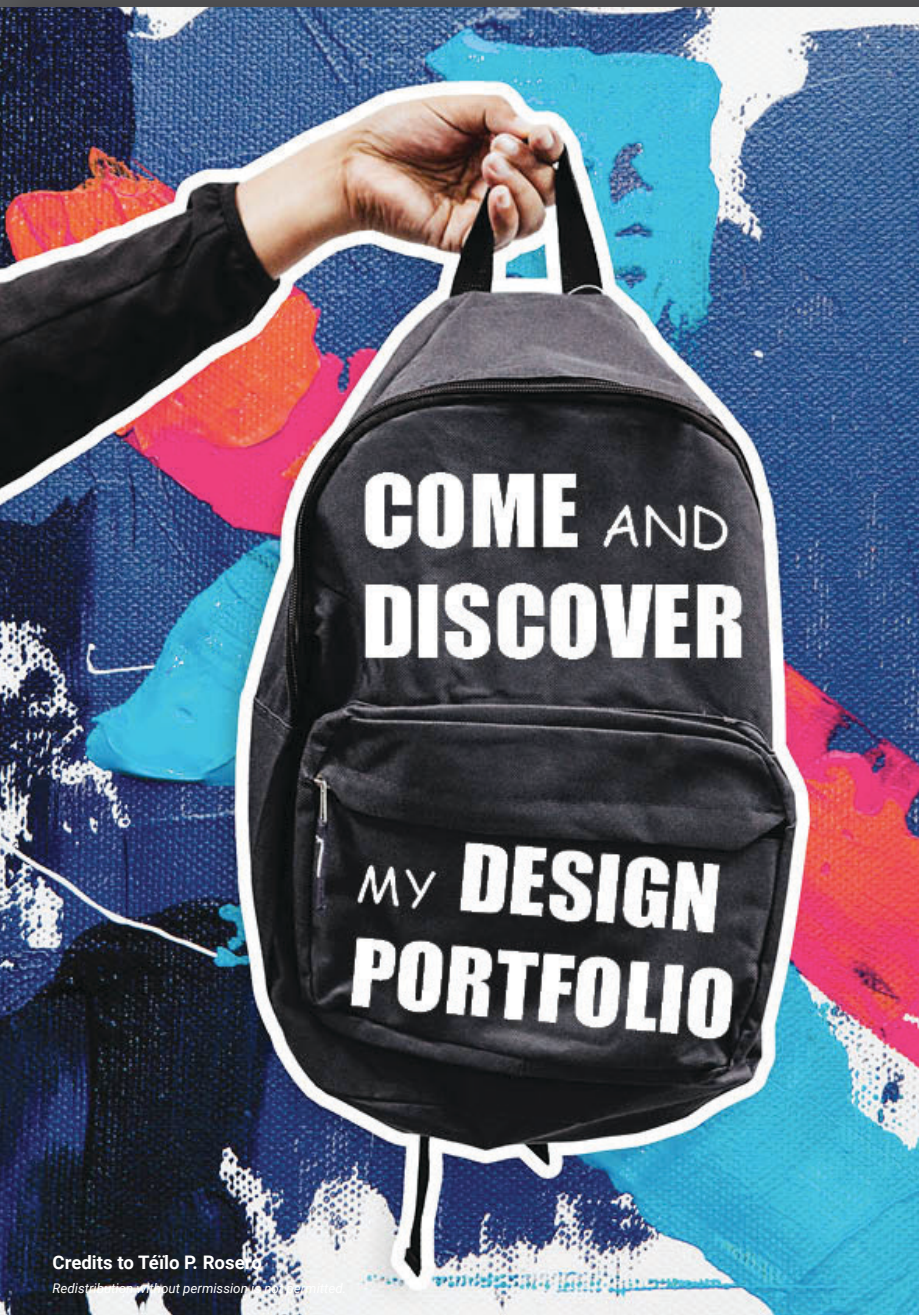
What can I bring you 3

Creative thinking for building brand design and communication campaigns, along with expertise on public relations and communication strategies for both private and public organisations.

4 Want to know more ?

Don't hesitate to schedule a call or in person meeting with me so we can discuss further.

You can send me a mail at the following address : teiloprosero@gmail.com, or contact me on my phone/whatsapp: +33 6 95 69 74 58.



Lettering 1

Creating powerful brand image starts with a name. Like for individuals, an organization without a name has no identity. Indeed, its the first thing we want clients and partners to remember, so they can identify the organisation. Choosing how to write that name is also very important, think of the double arch of McDonald's for instance.



2 Creative Doodling

Connecting with customers is key to a successful marketing strategy, especially at the age of internet where individuals expect always more engagement with their environment. It cannot be always about making sales, organisation now need to find entry points into their costumers daily life habits.



Bright Logos 3

If some companies base their Brand Image solely on their name, having a visual for the brand such as a logo allows for more flexibility and ways to engage with the market. Who wouldn't love to have this spaceship on a pin or a mug? It's a great way to raise brand awareness for free through customers !



4 Brand Design (Case study)

When building a brand, coherence is key. Defining a color chart, corporate fonts, letter header, and alternative logos and styling beforehand helps harmonize communications between the organisation and its various stakeholders.



Concept Study: Video Flux

Logo and App Design for a Video Sharing Mobile App

...To Practice

01

Concept Branding Presentation

COLOR PALETTE



Hex #60C7CD Hex #775EA8 Hex #E64958

R: 96 G: 199 B: 205
R: 119 G: 94 B: 168
R: 230 G: 73 B: 88

C: 58 M: 0 Y: 22 K: 0
C: 62 M: 72 Y: 0 K: 0
C: 4 M: 87 Y: 60 K: 0

FONT

Headline
vervelle script

Sub Heading Font

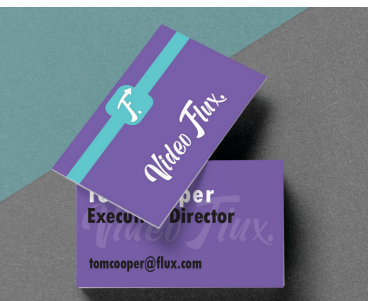
Tw Cen MT Condensed Extra Bold

Body copy example
open sans

ALTERNATIVE PRESENTATIONS



B&W



This concept was developed as part of a Graphic Design practice exercise.



This concept was developed as part of a Foreign Markets Study practice exercise.

A Market Study exercise

As part of a group project in Market Analysis of foreign markets, I took the initiative to develop the branding for our concept company. **CONQUÉRANT** is a luxury sportswear French sustainable fashion company for the Japanese market. Therefore, the brand needs to reflect its French heritage, the luxury of haute couture, and its sustainable fashion initiative. It starts with the name for us, as students from Normandy, we wanted to get inspiration from a powerhouse of our history, our choice landed on William the Conqueror, or “Guillaume

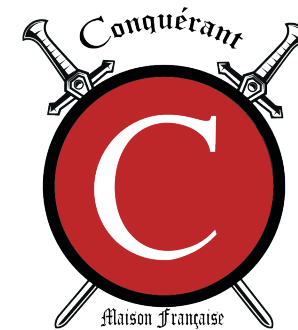
le Conquérant” in French, for it inspires the overcoming of physical and mental barriers when doing sports and always be confident and challenge yourself. While the brand visuals (logo and name) are bold and red for passion and confidence, the clothing line and products will stay in a palette of soft colors inspired by French landscapes.

Cohesion is key

Setting a brand concept through fonts, colors, and alternative logos is the key to further be able to develop communication materials such as ad campaigns, press releases, website design and so much more!

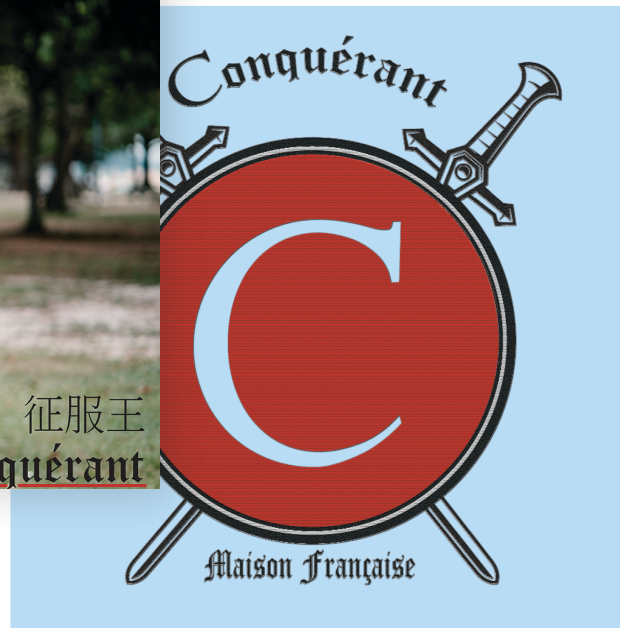
Conquérant

Text: black, Old English Text MT (C is modified from “Perpetua Titling MT”), size 160
Underline: #bc2727, 10 px on each side, line is 10 px thick, 5pt below text



This concept was developed as part of a Foreign Markets Study practice exercise.

It is inspired by Brittany seaside landscapes.



French Children's Clothing Brand 1

This concept was developed as part of a Foreign Markets Study practice exercise.



2 Brazilian Clothing Brand



Case study: MAM Aventure 3

This concept was developed for a real life daycare center project



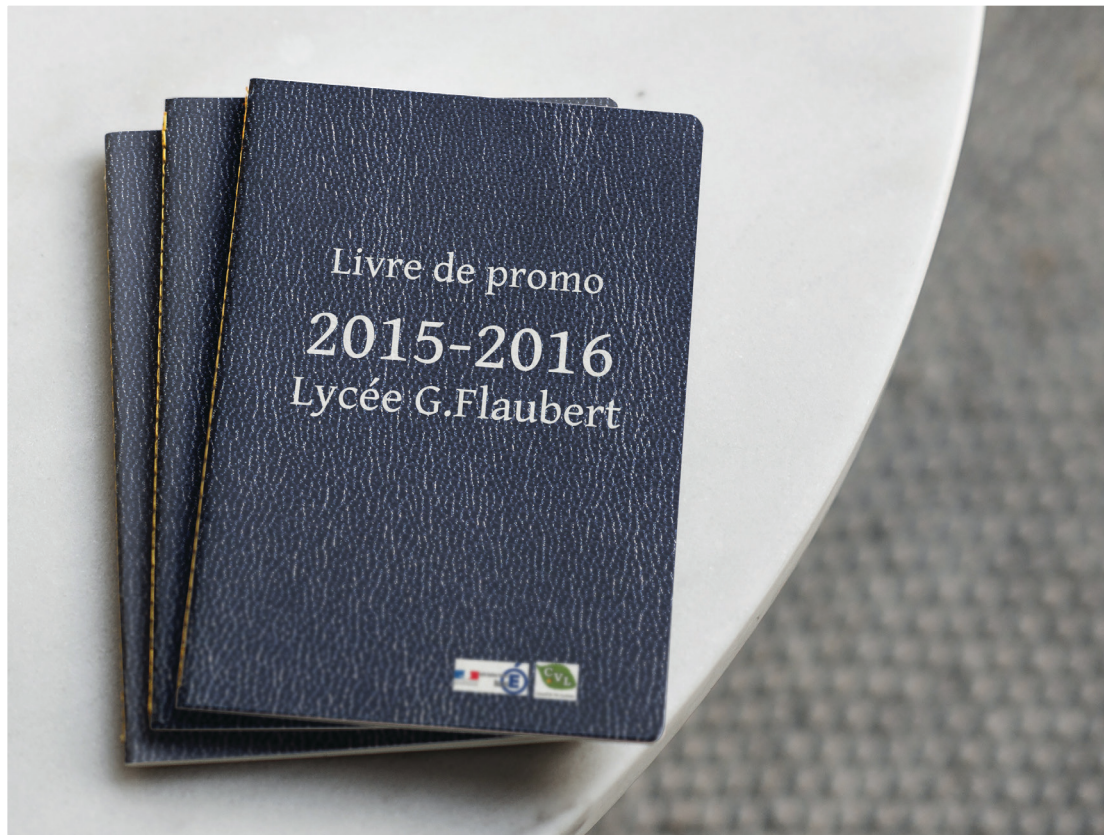
Getting inspiration from nature

For the four professionals that had this project, it was important, to pitch it, to have available an engaging brand concept. Their vision of day care centering around manual activities and the outdoors, the name chosen reflects both the “adventurous” side of being an early learner, and the “aventurous” side of exploring the outdoors. Moreover, I wanted the logo to reflect the four women at the heart of the project, which ended up in each choosing a totem animal for the logo from european landscapes (Horse, Wolf, Bear, Lynx). The design concept was thought for both official documents (contracts and statutes) and goodies for parents to engage with the structure.



Developing new projects....

My main accomplishment during my 2-year mandate was to be given the opportunity to develop my own project in total autonomy, which was for me successfully making, promoting and selling a yearbook, something that didn't exist yet in my french high school establishment.



...and linking them to old ones

This yearbook was included in the Prom Initiative which consisted in organizing an event at the end of they year for graduates to celebrate with Dj, catering, dancefloor, and animations. A whole organization! Additionnaly I wanted to include all the school's events in the book I was developing including, the Day of the Arts (Mast'arts Class) also organized by the Council for all students and parents to showcase talents.

One message, different layouts

When talking on social media, choosing the “right” way to put your message can quickly become overwhelming, each platform has its own way of posting content. Briefly, if comparing Facebook, Twitter and Instagram for instance, the first one is better fit for long statements and attached supports (videos, link, images...), while the second has text length restrictions but can be particularly useful for brief statements or engaging in dialogues with costumers, and the third is primarily based on visuals (images and short video content).

Furthermore, one platform can offer different ways of engaging with followers. This campaign was thought of for Instagram as it was a photography contest, the goal was to create regular engagement with followers and easy reshare for interested individuals, therefore a one-time post wasn't enough, rather we chose a combination of daily stories, interaction in comments, and a few posts during the length of the campaign. The campaign was therefore adapted to different format and with similar, but unique messages each time to offer coherence without repetitiveness.



Left: Instagram post (square-format); Right: Instagram Story (mobile screen format)
The city featured on the campaign visual is Frankfurt, Germany.

