

Yoann Sery

Creative Marketer
Strategy & Concepts

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in yoannsery

about me

I'm a consumer-driven global marketing leader with a portfolio of 500+ projects driving brand strength, enabling business growth and delivering creative benchmarks — leading and coaching teams who are championing innovative thinking to deeply connect with key stakeholders.

skills

- Brand strategy
- Creativity
- Critical thinking
- Digital integration
- Multicultural team player
- Problem solving
- Project direction

- French - native
- English - fluent
- Spanish - intermediate



🏆 2019 Top 100 Young executives leading sport business in France

education

2012
Clarkson University, USA
MBA / Exchange student

2009 - 2013
Neoma Business School, FR
Master's Degree passed with honors.

interests

Sports

- Passionate about the impact of sports in the world, experiencing as a player, captain, manager and coach.

Culture

- Visited 50+ cities worldwide.
- Inquisitive mind

work experience



2020 - present

Nike Global, Brand Creative, Live Experience, Concepts & Strategy Director

- Established the new business model for the Live Experience creative team, broadening our impact and creating best practices across the globe.
- Defined concepts, strategies and resources plan in order to deliver premium experiences to our consumers in a constantly-changing environment.

2017 - 2020

Nike Global, Brand Experience, Nike Basketball & Jordan Brand Director

- Designed a new vision for brand experiences, directing integrated cross-functional projects to connect authentically with consumers around the world, resulting in new benchmarks.
- Successfully planned and delivered \$100K - \$10M budget plans, achieving the scheduled brand and business goals, including business-changing executions like NBA partnership, PSG x Jordan Brand, Athlete Tours and Board of Governors.

2016 - 2017

Nike France, Brand Marketing Basketball Brand Manager

- Drove the local 365 integrated brand marketing strategy, aligning the entire team with the business priorities, amplifying product stories across digital platforms and retail.

2014 - 2017

Nike France, Brand Marketing Head of Events

- Served on the leadership team, promoted to drive the event strategy across all categories, directing a team of 10 people to successfully deliver Nike France's largest ever portfolio of events with more than 300 activations, providing expertise and creativity through multiple pivotal campaigns, enabling Nike to achieve #1 favorite brand for youth in Paris.

2012 - 2014

Nike France, Brand Marketing Events Project Leader

- Set a new standard for the function, conceiving new best practices across multiple tasks (schedule, run of show, security, recap, teardown, RFP, contracts)



2011 - 2012

Sport Plus Conseil, Project Manager Assistant

- Led multiple aspects of project management generating +55% sponsorship revenues and +135% ticket sales, driving new revenues to elevate experiences.

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Portfolio

brand defining campaigns

Executed projects engaging the entire ecosystem of a Brand, resulting in record-breaking business growth, increased market reach and newfound connections with our audience.

- 2016 Global Football European Championship
- Jordan Brand 30th Anniversary
- NBA x Nike launch
- Nike Women's launch
- Olympics reveal
- PSG x Jordan Brand partnership

innovation-driven moments

Developed meaningful and creative solutions to directly connect targeted consumer segments with latest brand innovations.

- Air Max Day
- French Open Kits reveal
- Johanna Schneider x Nike collaboration reveal
- LeBron James x Harlem Fashion Row launch
- Magista launch
- Mercurial launch
- Nike Adapt BB reveal
- Nike Training Club App launch
- Nike React launch
- Tech Pack campaign
- Vapormax launch

athlete & influencer engagement

Designed experiences positioning key brand ambassadors at the intersection of sport and culture, transforming their relationships with multiple audiences.

- Booba
- Billie Eilish
- Camelo Anthony
- Carl Lewis
- Giannis Antetokounmpo
- Izabel Goulart
- Kevin Durant
- Kim Jones
- Kobe Bryant
- Kylian Mbappe
- LeBron James
- Michael Jordan
- Olivier Rousteing
- Rafael Nadal
- Ronaldo
- Russel Westbrook
- Serena Williams
- Spike Lee
- SZA
- Travis Scott

city takeovers

Produced authentic and impactful strategies, achieving hyperlocal connections and marketplace growth by harnessing the power of the collective.

- French Open
- LNB All Star Game
- More Than An Athlete Tour
- NBA All Star Weekend
- NBA Global Games
- Nike Football X / "Ballon sur bitume"
- Nike Women's Series
- Paris 10K race
- Paris Saint-Germain partnership
- Quai 54
- Stores opening
- Why Not? Tour

exclusive experiences

Crafted high-end moments for a curated audience, fostering compelling dialogue between trend-makers.

- Board Of Governors
- Carmelo Anthony x Kenzo House Dinner
- Colette x Dark Light launch
- John Elliott pop-up experience
- MTM private launch at Paris City Hall
- Pigalle collection launch party

community impact

Cultivated ideas that bring social change to the forefront, supporting company-wide efforts on sustainability, equality and youth empowerment.

- Giannis x Athens event
- Harlem Fashion Row launch
- Jordan Brand x Wings program
- Michael Jordan's Playground
- More Than An Athlete Tour
- NBA Africa Game
- Nike Football X / Parisian suburbs plan
- Play International partnership

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Portfolio

