

SIRA CAMARA-VIDEIX

SENIOR PROJECT MANAGER & COMMUNICATION & PARTNERSHIP



"Guided by a sense of curiosity that celebrates creativity, craftsmanship and an inclusive purpose, I serve selected & inspiring stories of individuals, brands, platforms and institutions— help sharpen your message to media, opinion-leaders, growth development, community, business strategies, consumers and everything in between. Strongly believe that relevant products, brands and platforms question our knowledge and spark emotions, maybe even change our state of being. Together with the creators we shape today's super diverse culture through powerful and long-lasting ideas & concepts, images and events that transcend borders."

PREVIOUSLY /CURRENTLY-CLIENTS

GALERIES LAFAYETTE · NORWEGIAN RAIN T MICHAEL
DIM COLLECTION CAPSULE · IGLAINE VINTAGE · WOMB CONCEPT · COLETTE · MERCI PARIS ·
COMPTOIR GENERAL MARCHÉ NOIR LOMÉ PARIS · PASSAGE DU DESIR · SORATO · INDITEX
· LAMERTI · MOB HOTEL · CAHU · HOXTON · NEGASSI · TRAVAUX DECO PARIS · HELENE JAYET
· TUCKER NYC · AMERICAN VINTAGE · EDUN · MOHAWK GENERAL · YELLOW POP · MARCUS
NEIMAN · NETAPORTER · CREATURES OF COMFORT · YAMATO CHURCH BOUTIQUE · UNIQLO
· UMOJA · LES CLEAIS · DECHASE DECKERS BRANDS · LOUIS RUBI · NICCHIA JEWELRY · STUDIO
NICHOLSON

RETAIL, MANAGEMENT & EXPERIENTIAL

- Coordinate multidisciplinary project teams
- Develop and manage production schedules
- Evaluate project/talent performance and continuously improve
- Pop-ups & Experiential
- Store openings
- Management Strategies
- Product launching
- Commercial Consultancy
- Wholesale development

PUBLIC RELATION

- Media Strategies & Execution
- Creative Meetings
- Copywriting
- Sample Loans - Stylings

VISUALS , IMAGE

- Naming, Logos, Storytelling, Strategies
- Creative & Art director working on collaboration with filmmakers, photographer, set designers, architects
- Casting direction /Booking

COMMUNITY & COLLABORATIONS

- Act as the primary point of contact for clients, ensuring strong and open communication throughout the process.
- Expert hospitality
- Community consulting
- Community engagement
- Collaborations
- Event organization

CONTENT PRODUCTION

- Guide and support talents during shoots, events, and brand collaborations
- Conceptual Shoots
- Customized Stock Imagery
- Maintain clear documentation and report regularly to internal stakeholders.
- Support the transformation of stakeholder visions into compelling social content, events, and activations.
- Visual director
- Branding

CONTACT

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