

KENNY HERTHE

CREATIVE STRATEGIST



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 Paris / EU

PROFILE

Creative and critical thinker with 7+ years of professional experience specializing in brand image for luxury and artistic industries looking to drive innovative projects.

ARTS | CULTURE & BRAND STRATEGY

Snap Collective Publishing,

Visual Arts Specialist / Publisher Agent - Freelancer

Since September 2023

Artistic competitive intelligence and market research, Production PM (8-10 /month), Artists advising, Book promotion

Self employed, ([link to profile](#))

Creative Consultant & Curator - Freelancer

Since October 2023

Strategic Consulting, Creative Direction & Development, Project / Event Management. Prod : Visore Lab
Clients : KCD, Dior, communication agencies, ...

PROJECT MANAGEMENT

IWD Retail Software,

Studio Production Project

Manager -
Apprenticeship

January 2021 - January 2023

Multi-project management (4-5 projects concomitantly), Creation of internal processes and training documents, Brief and quality control on the creative work

COTY - Gucci Fragrances,

Global Merchandising Project

Manager -
Internship

Spring 2023

Briefing of the agency for guidelines creation, Coordination with other departments (Retail Education, Marketing,...) to prepare retailers' docs

LUXURY EVENTS

Burberry Showrooms - Paris &

London, Visual Merchandiser & Showroom Assistant - Temporary contract

May 2019 - March 2020

Showroom set up & repack : VM guidelines application, stock management, transfert to HQ Supported commercials during sales : proposition of alternative product, looks creation, model dresser

EDUCATION

EIML Paris

Master in Luxury Strategy Marketing & Communication (validated with honors),

September 2021 - September 2023

ENACO, Online Business School

European Bachelor in Merchandising and Commercial Management,

June 2020 - June 2021

MJM Graphic Design School, Paris

BTEC Higher National Diploma in Visual Communication,

May 2020 - December 2020

SKILLS

Languages

English : fluent (TOEIC : 920)

French : mother tongue

Spanish , German : beginner

Softwares

Pack Office (ICDL validated)

Photoshop / InDesign

AI tools

Asana / Monday

Soft Skills

Creative thinker

Fast learner

Analytic mind

Autonomy

RETAIL

Pull & Bear (Inditex),

Coordinator Visual Merchandiser Assistant at Levallois - Permanent contract

May 2017 - April 2018

In charge of the overall image of the store, Increased shoes' section sales, Management of 10 people

Mango, In-Store Visual

Merchandiser Assistant at Paris Opera - Permanent contract

Nov. 2018 - January 2019

Ensuring the coordination between the field and stock,

VM : weekly rotation, cross-selling, product animation, zoning