



# Jean-François Adjabahoué

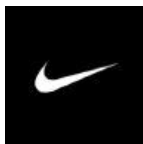
**CURRENTLY: SOCIAL CREATIVE/COPYWRITER**

Bilingual culture and content specialist with 8+ years of experience across lifestyle publications, e-commerce, and communication agencies. Skilled in creating impactful, engaging content that resonates with global audiences and drives innovation. Proven ability to thrive in dynamic, cross-cultural, and cross-functional environments.

## EXPERIENCE

### Freelance Social Creative | Nike | Paris

Janv. 2023 - Sept. 2024



- \_Led social-first creative campaigns by developing compelling social narratives, mood boards, and concepts for platforms like Instagram and TikTok.
- \_Monitored and implemented digital best practices, identifying high-performing content and optimizing creative direction for maximum engagement.
- \_Curated and managed an archive of fresh creative references, including photography, video, design, animation, and emerging social trends.
- \_Collaborated with external creative partners, crafting detailed creative and talent briefs while recommending new talent for diverse projects.
- \_Supervised narrative focus on shoots, ensuring cohesive storytelling and alignment with brand objectives.

### Freelance Content Writer | Various clients | Remote

Sept. 2015 - Today



- \_Managed social media content creation and creative partnerships for music act QuinzeQuinze at Fortune MGMT.
- \_Developed launch copy for Peerspace's French website.
- \_Crafted creative copy for Canva's templates tailored to the FR market.
- \_Wrote and refined market-specific copy for Camper's French audience.

### Copywriter | Getir | Paris

May 2021 - Aug. 2022



- \_Developed creative concepts for campaigns, taglines, and social media activations.
- \_Wrote compelling copy for brand communications, digital marketing, and social media platforms.
- \_Collaborated with brand, marketing, and creative teams to refine and optimize copy based on feedback.
- \_Established tone of voice (ToV) and copy guidelines to ensure brand consistency.

### Lifestyle Specialist & Content Editor | ASOS France | Paris

Sept. 2017 - Sept. 2019



- \_Created and optimized copy for social ads, newsletters, articles, landing pages, UX, SEO, and more, aligning with marketing strategies.
- \_Developed and localized editorial strategies while maintaining a consistent tone of voice across all channels.
- \_Managed and updated the editorial calendar to ensure timely content delivery.
- \_Contributed to the development and execution of social media marketing strategies on platforms like Facebook, Instagram, and Twitter.
- \_Shared insights on emerging storytelling trends with the French team.

### Music & Trends Editor | WATM Magazine | Lyon

April 2008 - May 2014



- \_Pitched and wrote engaging short and long-form articles on music, fashion, and culture for online publication.
- \_Conducted in-depth research on artists, scenes, and cultural trends, including artist interviews.
- \_Curated playlists by scouting emerging talent and sourcing new music.
- \_Attended live events, contributing to special features efforts during festivals and concerts.
- \_Created compelling social media content for platforms like Facebook, Twitter, and SoundCloud.

## CONTACT

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Portfolio: [bit.ly/portfolio-JFA](https://bit.ly/portfolio-JFA)

## CORE SKILLS

### Soft skills

- Creative copywriting
- Translation & transcreation
- Content ideation & curation
- Creative projects supervision
- Art Direction
- Social media strategies
- Talent scouting
- Creative partnerships

### Hard skills

- Adobe Suite
- CMS Management
- InDesign
- Google Analytics
- Powerpoint, Keynote
- Hootsuite/Sprout
- CAT tools

## OUT OF OFFICE

Sports: Badminton, yoga & spinning

Movies: Jordan Peele, Gregg Araki, Denis Villeneuve

Music: Arca, LCD Soundsystem, SZA

Photography: Campbell Addy, Nguan, Daniel Sannwald

Fluent: French, English

## EDUCATION

### Master's degree

Ecole du Multimedia, Paris  
2015-2017

**Digital communication**

### Bachelor's degree

Universite Jean Moulin Lyon III, Lyon  
2007-2010

**English Literature,  
Linguistics &  
Translation**