



DAPHNÉ POSTACIOGLU

CREATIVE DIRECTOR AND DESIGN STRATEGIST INTERNATIONAL AND CHINA MARKETING

FRENCH-TURKISH BY BIRTH, CHINESE BY ALLIANCE

SUMMARY

Passionate team player and manager with extensive experience in luxury brand and product management in complex, international and fast-paced environments. Champion brand expression with strategic thinking ensuring consistency and brand elevation across all channels. Deep double skills in creative services and international & China marketing. Mixed experiences in communication agencies, press/media, and fashion houses. Act as a true brand ambassador with a strong capacity to lead and drive performance collectively internally and externally. Highly organized and communicative with excellent presentation skills in French and in English, oral, visual and written. Solid culture of luxury and product sensibility. Multicultural background, stands for cultural diversity at work and in life. AVAILABLE NOW.

PROFESSIONAL EXPERIENCE

CREATIVE CONSULTANT & MANAGING PARTNER

PLUS 86, CREATIVE AGENCY CHINA CONTENT FACTORY, Paris - Shanghai

- Present -

- **Creative Communications / Brand Content:** Creative communications and adapted brand content for China ; Creative Direction: from conception to production, online and offline.
- **Business development & partnership management:** Strategic thinking and influence network.

DIRECTOR PRODUCT ACCESSORIES, WRITING INSTRUMENTS & WATCHES

LEAD TEAM MEMBER OF THE INTERNATIONAL CREATIVE DIRECTION & DESIGN DIVISION

SWAROVSKI, Paris

04/2017 - 01/2021

- **Creative / Design Strategy:** Development and implementation of a strategic innovation approach: ability to see the big picture, trends anticipation, solution provider, breaking new grounds.
- **Collection / Product Management:** Top quality collections delivery (global and local: US, China, APAC) that nurtures brand desirability.
- Co-branding licensing partners: (UK) Warner Bros, Disney, (China) FCCD, (HK) Line Friends
- Lead of cross categories and transversal projects. Excelling at multiple project, budget and planning management. Inspiring storytelling capabilities.
- Opportunities identification internally and externally to drive the performance of the categories.
- Partnership with multiple departments located in various countries.
- **Department Lead:** Set the right priorities, allocate resources, coordinate, optimize processes to ensure efficiency & excellence. Excellent oral & visual presentation skills.

CREATIVE CONCEPTS, TRENDS & BRAND IMAGE MANAGER

CREATIVE VISION, COMMUNICATIONS & TRENDS STUDIO

SWAROVSKI, Paris

02/2012 - 04/2017

- **Creative Communications / Brand Image:** Realising creative vision and seasonal storytelling development ensuring consistency and brand elevation across all channels.
- **Art Direction:** across multi-channels campaign ATL, BTL, digital, social media, visual merchandising, PR.
- **Branding/Content:** Creation of brand guidelines, templates, packagings, stationery to ensure brand consistency across all touch points. **Brand Guardian:** from conception to execution
- **Trends research & Market analysis:** Macro to Micro Trends applicable to brand expression and product development. Sector studies : jewelry/watches, fashion, design, lifestyle and art.

ART DIRECTOR

VOGUE TURKEY, Istanbul

06/2011 - 10/2011

- **Branding:** Contribute to define the overall Vogue Turkey specific brand identity and territory.
- Partner with local brands and agencies in line with fashion luxury global brand Vogue positioning
- **Creative Lead:** creative team management. Work closely with editorial, photography, fashion and beauty departments.
- Be excellent in time management with the ability to multi-task and deal with ambiguity.

ART DIRECTOR

FREELANCE, Paris - Istanbul

09/2005 - 12/2011

- **Brand Image:** Pluridisciplinary tailor-made creative solutions. Extensive experience in brand identity, brand guidelines, brand platform, moodboards, packaging, digital and social.
- Brands: Dice Kayek, Maison Fabre, Agnès b. ; AGENCY/Brands: N+V/Ficof, Valmont, Elitis, Cojean ; SOUS-TITRE/ Agnès b. Make up, Club des Créateurs de Beauté.

EDUCATION

Executive MBA

ICN Business School

2018 - 2020

Thesis: The luxury market evolution of China.

Focus on Chinese Gen Z's willingness to buy global or local brands.

The Leadership Experience

Hult Ashridge Executive Education

2016

Master in Visual Communications

ECV Creative Schools & Community

2005

FIRST (FCE)

Cambridge English

2000

SKILLS AND ABILITIES

HARD SKILLS

Brand Content

Brand Image & Art Direction

Creative Direction & Design Strategy

Market Analysis & Trends Research

Marketing Communication

International & China Marketing

Scope Management

Budget & Planning Management

Managerial and Organisational Skills

SOFT SKILLS

Creativity

Problem Solving

Intercultural Communication

Natural Leadership

Adaptability

LANGUAGE SKILLS

Chinese Mandarin Beginner

English Fluent

French-Turkish Native

SOFTWARE

Adobe: InDesign, Photoshop, Illustrator

Microsoft Office: Word, Power Point, Excel

INTERESTS

Art, Fencing, Pilates, Running