

Raphael Mayol

Copywriter

raph.mayol@gmail.com
+3378891841
@raphoo

18 rue du Terrage
75010 Paris

Fuoro Buonaparte 51
20121 Milan

10 years in branding, copywriting and communication,
I'm specialized in luxury, beauty & entertainment.
I'm looking for a position to do wonders with concepts & words.
With more than 250 projects crafted freelance in France and Europe,
I'm ready to fuel the creative needs of a brand from within.

education

2016 - ECOLE ESTIENNE PARIS

Professional Certificate -
Imagery & Photography
Congratulations of the jury

2011 - OMNES PARIS

Master in Brand Strategy
Apprenticeship at Publicis Royalties

2010 - Gobelins L'ECOLE DE L'IMAGE PARIS

Bachelor in Communication
& Cross Media
Apprenticeship at Getty Images

2008 - IUT MICHEL DE MONTAIGNE BORDEAUX

Associate degree - DUT Communication &
Advertising

special skills

Fluent in English & Italian
Microsoft Office
Procreate notions
Drawing classes
Photography

soft skills

Creative
Entrepreneur
Agility
Idea driven
Solution oriented
Team player
MBTI: ENTP

experience

Creative director - COSMIC SHELTER - PARIS & MILAN

December 2021 – NOW

Cosmic Shelter a creative studio that craft interactive brand experiences to excite and engage communities. working with luxury & premium industries on interactive creation, web3 strategies & immersive worlds called Microverse, spaces built from scratch with optimized 3D. Cosmic Shelter is incubated at Station F within LVMH La Maison des Startups acceleration program.
LVMH, FENDI, GALERIES LAFAYETTE, EGONLAB

- Positioning of the studio, writing of all content and decks
- Strategy, Conception, New Business – Pitches and client development
- Studio representative for schools and the press - France and Italy
- MGMT of Jr copywriter & Milan office
- PR and pitches within Station F and the acceleration program

Copywriter - FREELANCE – PARIS

May 2016 – December 2021

Founder of a hybrid structure, Les Tropiques, placed between strategy & creation to help brands resonate through words. 250 projects crafted in France & Europe.
NIKE, L'ORÉAL, VAN CLEEF & ARPELS, NETFLIX, LOUIS VUITTON, KERING, HERMÈS, PATOU, LAVAZZA, ULYSSE NARDIN, LACOSTE PARIS 2024, FRANCE TELEVISIONS, AXA, PATOU, TOTAL, EDF, CHAUMET, PMU, ADIDAS, SNCF, MONOPRIX, MELVITA, URIAGE, CHRISTIAN LOUBOUTIN BEAUTÉ, HÔTEL LA RÉSERVE PARIS & GENÈVE, VEUVE CLICQUOT, JAEGER LECOULTRE, MAISON STANDARDS, CHAMPAGNE HENRIOT

- Brand strategy, Training & Onboarding Strategy, Social Media Strategy
- Copywriting, Naming, Tagline, Brand Manifesto, Brand book
- Activation campaigns

Teacher - Gobelins L'ECOLE DE L'IMAGE - PARIS

September 2017 – NOW

Courses in BA graphic design, BA motion design & Project MGMT Licence

- Discovery of the branding discipline from a design perspective
- Introduction to copywriting - Methodology for the right storytelling
- Member of creative juries – Student follow-up on design projects

Brand strategist - INTERBRAND - PARIS

April 13 - October 15

Brand strategy & brand MGMT, specialized in verbal identity for the Paris office.
EDF, GALERIES LAFAYETTE, RENAULT, SODEXO

- Brand platform elaboration
- Global rebranding involving design team
- Brand guidelines (tone of voice, imagery, brand book)
- Naming & taglines

Social media strategist - WE ARE SOCIAL - PARIS

January 13 - April 13

KLEENEX, PLAYSTATION

- Social media strategy
- Content creation