



SUMMARY

As a Creative with 15+ years in the beauty and fashion industry, I specialize in crafting and communicating unique brand identities. I've worked with iconic brands like Bourjois-Coty, Christian Dior Parfums-LVMH, L'Oréal, collaborated with agencies such as Publicis Conseil, Ogilvy & Mather Paris, DDB Luxe, Grey London, and TBWA MAL.

I deliver innovative solutions that resonate with audiences and enhance brand equity. By working closely with cross-functional teams and partners, I ensure seamless execution of creative strategies across all channels. Passionate about staying ahead of trends, I constantly seek new challenges to grow as a creative professional.

DAYANA DORCE

CREATIVE

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LANGUAGES

French (mother tongue)
Fluent English
Fluent Spanish

COMPUTER SKILLS

Windows, Mac OS, Adobe Creative Suite (Illustrator, Adobe Photoshop, Indesign), Figma.

EDUCATION

2020_ To present Généapsy Paris, Transgenerational, Psychogenealogy.

2001 / 2004_ Intuit-Lab, Paris BA Graphic Design school.

2000_ ECV, Paris Preparatory year in visual communication.

1999_ High School Diploma, Literature and Visual Arts.

1998_ BAFA Diploma as youth leader.

CAREER

- December 21_Present / Global Creative Consultant Tale Of You.

Tale Of You is a dynamic creative consultancy specializing in brand storytelling and campaign development. We leverage strategic thinking and psychogenealogy to create compelling narratives that drive brand success. As a Freelance Creative Consultant, I guide brands through storytelling intricacies, ensuring narrative consistency. Leveraging expertise in art and creative direction, along with strategic planning, I advise on campaigns and oversee seamless project execution.

- Jan.18_Nov. 21 / Global Creative Director For Bourjois Paris.

I spearheaded the Bourjois in-house studio for 4 years, crafting an integrated ecosystem where creativity and costs were harmonized, not just for financial efficiency, but also for holistic brand consistency and team collaboration. Overseeing the brand's TV/digital campaigns and in-house production, I revitalized packaging, reintroduced iconic brand elements, and ensured product range coherence. Collaborating closely with PR, I orchestrated events and influencer partnerships. I led digital creative efforts, revamped merchandising, and transformed the retail experience. This immersive 360-degree brand involvement was a truly rewarding experience.

- Nov. 16_Dec. 17 / Global Creative Director For Publicis Conseil.

As Garnier Global Co-Creative Director at Publicis Paris, I embarked on a truly enriching journey. Collaborating closely with our teams, we spearheaded the launch of the New Fructis platform, delved into defining the brand's natural essence through initiatives like Whole Blend and Skin, and much more. My experience allowed me to leverage and implement the powerful strategies of Publicis Power Of One, further elevating Garnier's global presence and impact.

- Oct. 11_Nov. 16 / Senior Art Director for Ogilvy & Mather Paris.

For nearly six impactful years, I served as an art director for esteemed brands such as Dove Hair, Klorane, and Louis Vuitton. Additionally, I led numerous high-stakes pitches for industry giants including Puig, Chanel, and Tiffany. Each project was a testament to my dedication to delivering excellence in visual storytelling and brand elevation.

SOFT SKILLS

Creative vision
Strategic thinking
Strong communication
Team leadership
Collaboration
Growth mindset
Adaptability
Problem-solving
Attention to detail

HARD SKILLS

Brand identity development
Marketing communications
Storytelling
Creative direction
Project management
Adobe Creative Suite
Figma basics
Cross-functional team coordination

- Feb._Oct. 11 / Freelance Art Director for Ogilvy Action / Dior Soir / Hélène Rubinstein Make-up / Geox / Ddb Luxe on Cinna, Roger et Gallet and Givenchy.

- Sept._Dec. 10 / Freelance Art Director for Tbwa\Mal London.
Worked on the Apple account for Iphone & Ipad

- Feb._Sept. 10 / Freelance Art Director at Dior Parfums.
Worked on the conception to delivery on Miss Dior, Dior Homme, J'Adore, Dior Addict make-up.

- July 09 / Freelance Art Director for Hoon/Lick my Legs
Creation for their fashion brand

- Feb._June 09 / Freelance Art Director at the Nouvel Opéra.
Creative concepts and art direction for pitches (Technomarine, Bollinger). Also worked on the San Marina and Sofitel accounts.

MOVED BACK FROM LONDON TO PARIS

- Feb._Nov. 08 / Full-time Art Director at the Pepper Corporation.
Pepper is a through-the-line advertising agency based on Regent Street. Worked across the full range of clients including Disney, Legal & General and Microgaming, conceptualizing and art directing Advertising, Direct Marketing and web activity.

- Jan. 07_Feb. 08 / Freelance Art Director for Draft-FCB / Grey London / TK-Maxx / Art Editor FHM.

Provided creative concepts and graphics for a pitch on various accounts (The Dorchester, Saab, Post Office, Hugo Boss...)

MOVED FROM PARIS TO LONDON

- July 05_Sept. 06 / Art Director at Publicis Luxe Paris.
Working on the L'Oréal Professional & Lancôme accounts, Was responsible from initial concept to end product including photo shoot, client presentation, and final retouching.

- March_May 05 / Freelance Art Director at TBWA G1 Paris.
Was dedicated to the Nissan account.

- Dec. 03_Feb. 04 / Art Director internship at BDDP & fils.
Worked across blue-chip accounts included: BMW, Groupe La Poste, France Telecom, and Telemarket.

SEE YOU SOON