

STANISLAS BERRIER

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DIGITAL MARKETING STRATEGIST | VISUAL CONTENT SPECIALIST

MBA in Business Analytics (STEM)

EXECUTIVE SUMMARY

Marketing specialist with expertise in **graphic design and video production**, complemented by an MBA in **Business Analytics**. Eager to shift toward analytics-driven marketing, leveraging **SEO, A/B testing, AI, and data** skills to create impactful, growth-oriented marketing initiatives.

CORE COMPETENCIES

- Marketing & Brand Strategy
- Cross-functional Team Collaboration
- Storytelling
- SEO & Social Media Content Strategy
- Data-driven Creative Optimization
- Video Production & Motion Graphics
- Adobe Creative Suite, DaVinci Resolve,
- Excel, Google Analytics, Tableau, Python
- Data-driven Creative Optimization

PROFESSIONAL EXPERIENCE

STRATEGIC DRIVE

Marketing & Business Development Specialist

San Francisco, California

October 2024 – present

- Assisting the CEO with business development by focusing on marketing research and client outreach.
- Designing the company's website, implementing SEO strategies, and creating graphic and video content for social media, marketing emails, and the website to boost engagement and lead generation.

LDV PRODUCTION

Director of Corporate Films & Commercials

Brussels, Belgium

January 2014 – August 2023

- Directed over 200 corporate films and commercials, working closely with marketing teams to develop content that enhanced brand storytelling and strengthened marketing campaigns.
- Led a multidisciplinary team in creating video content that aligned with clients' marketing strategies, ensuring cohesive messaging across digital, social, and traditional media platforms to increase audience engagement and brand visibility.
- Partnered with clients across various industries, including pharmaceuticals, energy, finance, and government, to translate complex concepts into engaging, accessible narratives that resonated with target audiences and supported broader marketing objectives.
- Collaborated with cross-functional teams, including design, marketing, and sales, to create content that contributed directly to business goals, driving high engagement and strong campaign results.
- Played a key role in shaping marketing strategies by advising clients on the most effective visual storytelling techniques to support their marketing initiatives, resulting in higher brand recognition and ROI.
- Drove business growth at LDV Production by enhancing operational strategies, optimizing project delivery, and aligning production timelines with marketing launch schedules, contributing to the company's expansion from a 5-person startup to over 50 employees.

TAKE FIVE**Production Assistant (Freelance)****Brussels, Belgium****January 2009 – December 2013**

- Provided technical production expertise across all phases from filming to editing for high-profile clients like Clear Channel and Brussels Airlines.
- Directed 8 corporate videos for Clear Channel, earning 100% positive client ratings by transforming dry content into engaging visual stories.
- Coordinated technical aspects of commercial shoots and post-production, ensuring seamless execution and delivery of final video assets.

KEYNEWS TV**Production Assistant (Freelance)****Brussels, Belgium****January 2008 – December 2008**

- Assistant to the 'France 3' television crew that oversaw European Union reports in Brussels.
- Assistant DOP on the recordings of the TV program "Cle sur Porte".
- Technical coordinator for the satellite sending of the FRANCE 3 reports from Brussels.

EDUCATION & CREDENTIALS

HULT INTERNATIONAL BUSINESS SCHOOL**MBA, Business Analytics****San Francisco, CA****September 2023 – August 2024**

Coursework: Marketing Strategy, Business Analytics, Data Visualization, AI & the Future of Work, Business Operations, Finance for Management, Data Management, Leadership, ...

HAUTE ECOLE LIBRE DE BRUXELLES**Bachelor of Cinematography****Brussels, Belgium****September 2004 – June 2007**

Coursework: Film & TV Production management, Multicamera Production, Film image Technology, Applied Electronics, Optics, History and Aesthetics of cinema, Fiction Technique, ...

CERTIFICATIONS:

- Digital Strategy and Business Opportunity (*Digital Marketing Institute / Coursera*),
- Introduction to Artificial Intelligence (*IBM / Coursera*),
- Introduction to Corporate Finance (*Wharton / Coursera*),
- Introduction to Financial Accounting (*Wharton / Coursera*),
- Fundamentals of Equities (*Interactive Brokers / Coursera*),
- Work Smarter with Microsoft Excel (*Microsoft / Coursera*),
- Introduction to Python (*Datacamp*),
- Introduction to SQL (*Datacamp*)