

Keverne Eason Mapp

Address: 24, Avenue des Mousquetaires, Le Plessis-Tréville 94420, France

Mobile: + (33) 650 923 107

Email: keverne.mapp@gmail.com



CREATIVE CONSULTANT/CREATIVE DIRECTOR

Versatile and accomplished creative digital visionary offering over 23 years of experience predominantly in areas of audio/visual design development, copywriting, brand positioning, team management, product/service promotions and direction within advertising and media industry. Qualified BA in Three Dimensional Design, possessing skills in leading innovative thoughts and superlative design transformations. Demonstrating exceptional abilities in managing creative projects and supervising design staff with vast knowledge of branding and design clubbed with creativity, talent and industry experience. Possessing in-depth understanding of various cultures and traditions as well as skilled in providing innovative and quality service by understanding target audience requirements. Proven record of working professionally with account teams while coordinating with production companies, photographers, typographers, designers and printers. Outstanding track record of maximising client satisfaction by clearly communicating concepts and creative direction.

CORE COMPETENCIES

- Creative and Innovative Strategies ▪ Concept Development ▪ Brand Identity Creation ▪ Visual Design ▪ Campaign Management ▪ Creative Team Leadership ▪ Brand Building ▪ Competitive Analysis ▪ Trends Analysis ▪ Multimedia Advertising Communications ▪ Multi-Product Design ▪ Concept Development ▪ Audio-Visual Design ▪ Client Satisfaction ▪

KEY SKILLS

- **Design Management** – Skilled in leading well-thought and superlative design transformations while utilising creative intellect, strategic insight and sharp planning skills towards meeting top- and bottom-line objectives. Extremely proficient in bringing creativity in work and developing products in line with the market standards while maintaining quality.
- **Creative Direction** – Creative expert, utilising a deep understanding of social media in building brands from scratch according to the company's vision while disseminating the brand message globally. Expert in leading cross-functional creative design teams and developing concepts that reflect the brand's message while retaining commerciality.
- **Customer Orientation** – Establishing a brief in integrating client needs and requirements with marketing goals and strategies while creating unique brand promotion concepts in accordance with the clients' promotional scheme. Competent in prioritising creative work as per client demands apart from translating the client profile into a creative visual experience.
- **Concept Development** – Skilled in understanding client requirements and developing customised solutions while setting goals and requirements for innovative product development. Significant abilities in maintaining high margins ensuring impressive profits. Expert in strategically targeting and placing ambassadors for the brand as well as introducing new collection in the market facilitating enhanced global sales while strengthening brand image.
- **Brand Development and Management** – Applying '360-branding' approach in visual/verbal concept development and brand shepherding while producing break-through by integrated marketing solutions from concept to actualisation. Closely working with the professional teams to plan exciting and creative ideas for the seasonal calendar.
- **Project Management** – Extensive exposure in visualising client's idea of excellence and presenting quality campaigns promoting brands all over. Proven ability to transform business scenarios while acting as a real pioneer during identity creation, re-launches and revitalisation or introducing new businesses in competitive market scenarios.
- **Team Building** – Expertise in inspiring, motivating and guiding others towards an understood goal. Actively encouraging cooperative and mutual working relationships. Realigning work groups and roles to increase staff synergy. Track record of handling a team of approximately 8 to 50 subordinates.
- **Languages and Communication Skills** – Excellent communicator, fluent in French and English, showcasing extensive liaison skills in optimising communications with clients and various stakeholders. Top negotiator with willingness to work in fast-paced environments; comfortable working in a multicultural and multi-national set-up.

KEY PROJECTS

- Provided innovative concepts and designs for an internationally known TV show 'Zapping Zone', which is broadcast worldwide via The Walt Disney Television Company.
- Creatively presented innovative designs and created games for Kanakna Productions in 'Terra Incognita'.

- Prepared designs for France Television's 'Cote Cuisine' as well as 'Cote Maison and Jardin', which generated over 4 million viewers' ratings.
- Successfully served as a training and programme editor and lecturer and collaborated with AIBD Malaysia for facilitating 10 day-training programme with 16 TV professionals (participants) from Thailand, Philippines, Vietnam, Malaysia and Indonesia.

CAREER HISTORY

DA - Entertainment Expert/Roughman Consultant | Madgicprod, Paris **Mar 2011 – Present**

- Handling visual renderings for Madgicprod as well as providing consultation services to the Theodore Production, Television and Direct8 in France.
- Striving towards enhancing knowledge by providing various training at AIBD Malaysia, MCOT Media Thailand and CineCast Malaysia.
- Managing activities related to storyboard for Suburb Production.
- Closely collaborating with Kintessens Production, Theodore Production, Belorage Production, ADP Events and Direct8.

Roughman Disney Television,(France) | Kanakna Productions (Holland), Theodore Productions (France), Madgicprod (France) **Apr 2010 – Jan 2014**

- Managed visual renderings for Yves Saint Laurent special events as well as prepared designs for CSPNA 2011 - Coach Evenements Nantes.
- Assumed responsibility of conceptualising and designing FRANCE3 Cote Maison and Cote Jardin.

Scenographic Designer **Aug 2009**

- Designed innovative boarding passes for Vuitton, Madgicprod, Mory and Bayer.
- Provided visual identity package for Motion Network Television as well as designed FRANCE3 Cote Cuisine Christmas and New Year special shows.

Design Consultant | Beevy Design Company **Jul 2005 – Nov 2008**

- Prepared various visual concept designs for clients including Pernod Ricard, Pierre Fabre, GE Money and Auditoire.
- Produced rendering for 'One Shot' concept for Multi-national client under complex situation and strict budget.

Art Director | Kanakna Productions, Holland and Thailand **Jun 2003 – Sep 2005**

- Closely collaborated with the broadcasting and production companies in Holland/Belgium.
- Successfully designed and built visually interactive concepts with natural backdrop.

Art Director | Walt Disney Television Company **Mar 1997 – Sep 2002**

- Handled various activities related to interactive TV shows for multi-national clients.
- Provided practical solutions within strict deadlines using international ideas and concepts.

Art Director | Nickelodeon, Endemol, Kanakna, Lagardere, Europe and TV5 Monde, Paris, Holland, London **May 1995 – Apr 1997**

- Closely collaborated with production companies like Nickelodeon, Endemol, Kanakna, Lagardere, Europe and TV5 Monde.

Designer and Conceptor | I3D Merchandising company, Paris **Jun 1989 – Dec 1993**

- Directly coordinated/linked with clients and agencies for providing best solutions regarding designs and concept creation.

EDUCATIONAL QUALIFICATION

BA (Honours) - Three Dimensional Design/Furniture **Jun 1979 – Jul 1982**
Leeds Polytechnic, UK

PERSONAL DETAILS

Date of Birth: 9th Jul, 1959

Nationality: British

Marital Status: Married

Driver's Licence: International Driver's Licence

References available on request