



DANAÉ BRUCELLE

Art Direction & Brand Content
Luxury · Beauty · Lifestyle

From art direction to brand strategy, I build premium visual worlds and social-first content where aesthetics meet digital performance.

EXPERTISE

Art direction · Brand content
Visual identity · Premium brand image
Social media · Instagram · TikTok
Campaigns · Product launches
UGC · Creator briefs
Photo & video shoots · Lifestyle content
Creative AI · Packaging · PR
Project management · Creative workflows

TOOLS

Photoshop · InDesign · Illustrator
Premiere Pro · After Effects · CapCut
Figma · Canva · Notion · Monday
Google Workspace · Keynote
AI: Midjourney · Runway · ElevenLabs
Nano Banana · Claude Code

LANGUAGES

French — Native
English — Fluent (TOEIC 925)
Spanish — Conversational

CULTURE

Professional and cultural experience
across Europe, APAC, EMEA, LATAM, USA

EDUCATION

2015 — 2017 · ÉCOLE ESTIENNE, Paris
Master's, Design & Communication Strategy
2016 · IADE, Lisbon
Photo & Video semester
2012 — 2014 · ÉCOLE ESTIENNE, Paris
BTS, Digital Communication Design

EXPERIENCE

ART DIRECTOR & BRAND CONTENT LEAD @ ATELLA STUDIO
FREELANCE STUDIO — INTERNATIONAL, REMOTE — MAY 2020 - PRESENT

Brand strategy, art direction and brand content for beauty, jewellery, wellness, hospitality and lifestyle brands.

- / Define visual worlds, brand identities, creative concepts, moodboards, storytelling and content directions.
- / Create social-first content: Instagram feeds and templates, newsletters, websites, e-commerce visuals, creator (UGC) briefs and brand presentations.
- / Build content systems that keep brands visually consistent and elevate their premium image.
- / Audit e-commerce and Shopify stores: product photography, merchandising, SEO and compliance, with prioritised action plans.

COMMUNICATION DIRECTOR @ INSTITUTIONAL CAMPAIGN
CONSULTING, REMOTE — CORSICA, FRANCE — JUL - OCT 2026

Ran the full communication of a senatorial campaign remotely, from visual identity to delivery.

- / Visual identity, website, social visuals, print and official materials; launch press release and press relations.
- / Built 30+ AI-assisted tools to keep production fast without letting quality slip.

CREATIVE PROJECT MANAGER @ VIRGO CREATIVE
LUXURY COMMUNICATION AGENCY — PARIS — MAR 2023 - MAR 2024

- / Managed branding, campaign and digital content projects for premium brands, from brief to final delivery.
- / Built moodboards, benchmarks and presentations to align clients and creative teams.
- / Coordinated creative teams, freelancers and vendors: priorities, planning, quality and budget; reported to the COO.
- / **Brands:** L'Oréal, Gucci Beauty, Garnier, Lancaster, Sephora, Coty, Mugler.

ART DIRECTOR — DIGITAL LUXURY @ MAZARINE
COMMUNICATION AGENCY — HONG KONG — JUN 2019 - MAY 2020

Campaigns, digital activations and visual storytelling for international luxury houses.

- / Developed campaign concepts, visual territories, moodboards and creative decks for China and global markets.
- / Led art direction from concept to production: set design, styling, shoots, on-set supervision and post-production.
- / **Brands:** Piaget, Roger & Gallet, Givenchy, Dior x Rimowa, Shu Uemura.

CONTENT DESIGNER, INTERN & FREELANCE @ SWAROVSKI
PREMIUM JEWELLERY — PARIS — SEP 2014 - JAN 2018

Brand content from A to Z for social media, events, lookbooks and seasonal campaigns.

- / From concept to delivery: visual research, styling, shoots and post-production.
- / Moodboards, trend analysis and presentation materials with the design, marketing and PR teams.