



Lucas Carpentier



BIO

Passionate about creativity in all its forms, I spent five years in Paris as a DJ and founder of an electronic music collective. This experience allowed me to develop an artistic universe mixing visual and sound aesthetics, and to refine my view on artistic direction through the organization and management of events. I have also worked in start-ups, associations, as well as in a large group like L'Oréal Luxe (Cacharel, Diesel, Ralph Lauren, Valentino), where I broadened my skills in graphic design and visual communication.

MY APPROACH

My approach as a Junior Artistic Director is informed by my experience in managing electronic music events, where I have always sought to create immersive experiences for attendees. I focus on the sensations perceived by the spectator by playing on several sensory dimensions: smell via olfactory marketing, sound with auditory marketing, and image for a complete visual immersion.

My goal is to create multi-sensory experiences that resonate emotionally with the audience. Through music and design, I ensure that each project tells a story and leaves a lasting impression, always aligning these elements with the overall strategy of the project.

Education

Having been immersed in creative and artistic environments, my academic journey and personal experiences have always been geared toward expression and creation. From my business school education to 15 years of theater practice and 8 years as an electronic music DJ and producer, I've built a diverse skill set that blends project management, sound design, and stagecraft, all of which now fuel my vision as an Art Director.

Master's in Technology Business Administration

NEOMA Business School, Reims, France

- Focus on Marketing, Communication, and Project Management
 - Thesis: "The Impact of Multisensory Experiences on Consumer Engagement"
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Electronic Music DJ & Producer (8 years)

- Production of immersive soundscapes and live DJ sets
 - Creation of multisensory music experiences
 - Collaboration with artists and sound designers to craft engaging performances
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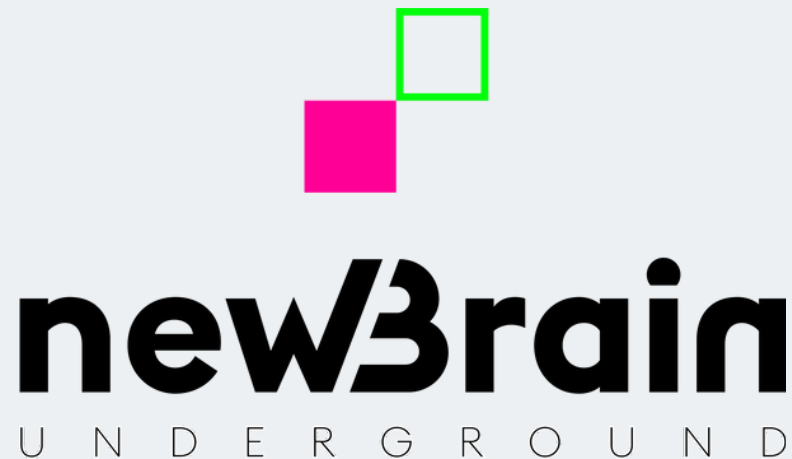
Theater Training (15 years)

Various theater schools, France

- Mastery of stage and body expression techniques
 - Development of creativity and improvisation skills
 - Strong sense of stage direction and emotional management
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Body of work

2020-2023
NewBrain Underground



A start-up focused on organizing underground cultural and music events. I handled event promotion, created visual identities for each edition, and oversaw logistics. I also developed partnerships with artists and venues to bring unique experiences to life.

2022-2024
Colloquium

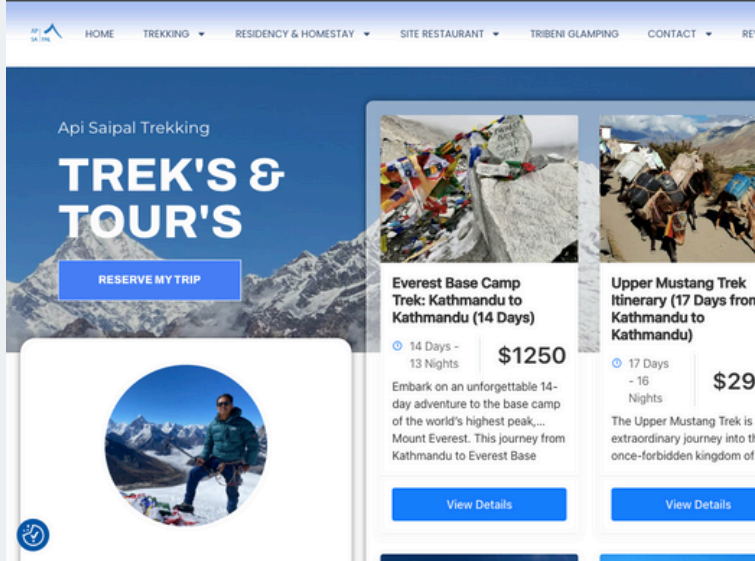


Company dedicated to organizing intellectual conferences and events. I was involved in event planning, visual design for promotional materials, and managing relationships with guest speakers. Additionally, I managed digital communication across social media to boost event visibility.

2020
L'Oréal Luxe (Cacharel, Diesel, Valentino, Ralph Lauren)



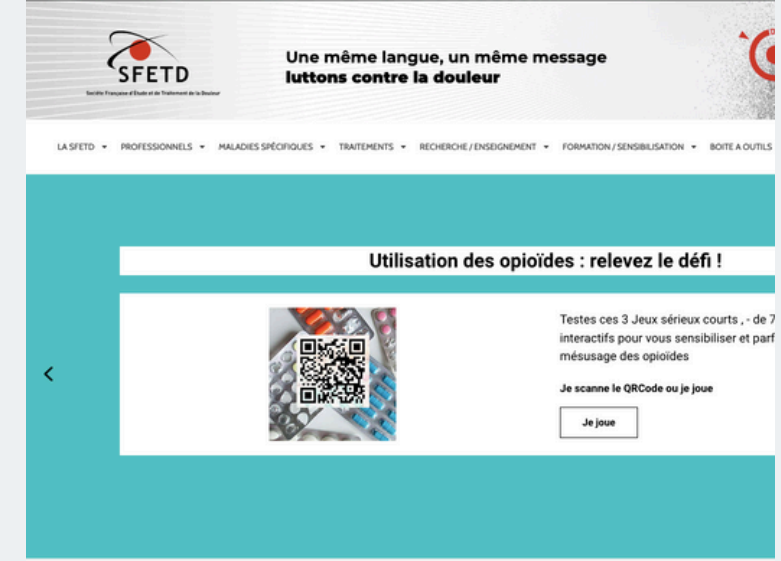
As a Junior Project Manager, I contributed to the design and rollout of digital marketing campaigns for luxury brands. I collaborated with creative teams to produce visuals aligned with brand strategies. My role also involved managing timelines and coordinating with external agencies.



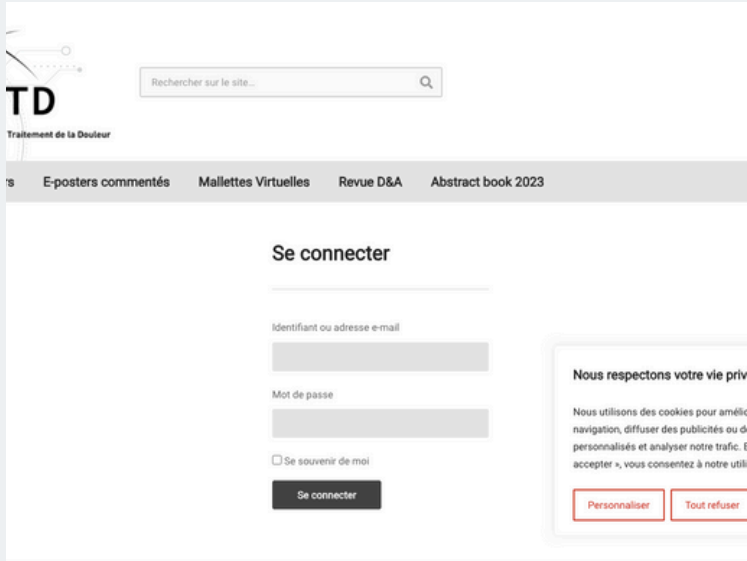
Api Saipal Group (2024).
Associative Website



Paris Santé Femmes (2023).
Associative Website



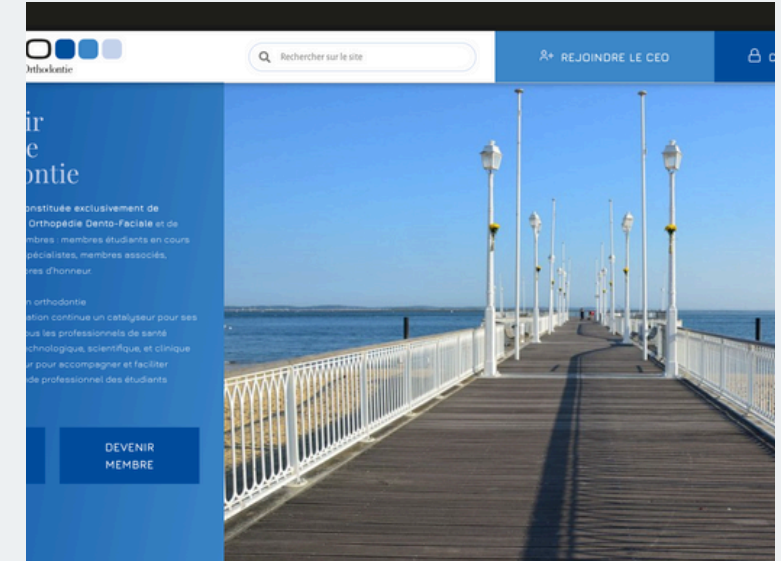
SFETD (2022).
Associative Website



Viewr SFETD (2023).
Broadcast Live platform & replays



La P'tite Dockée (2021).
Shoes store



CEO Ortho (2024).
Associative Website

PARIS SANTE FEMMES



The website www.paris-sante-femmes.fr serves as the official platform for the Paris-based Association Savante Professionnelle, dedicated to promoting women's health. Designed as both an educational resource and a support hub, the site provides a range of content including informative articles, practical guides, and updates on public health initiatives and events organized by the association.

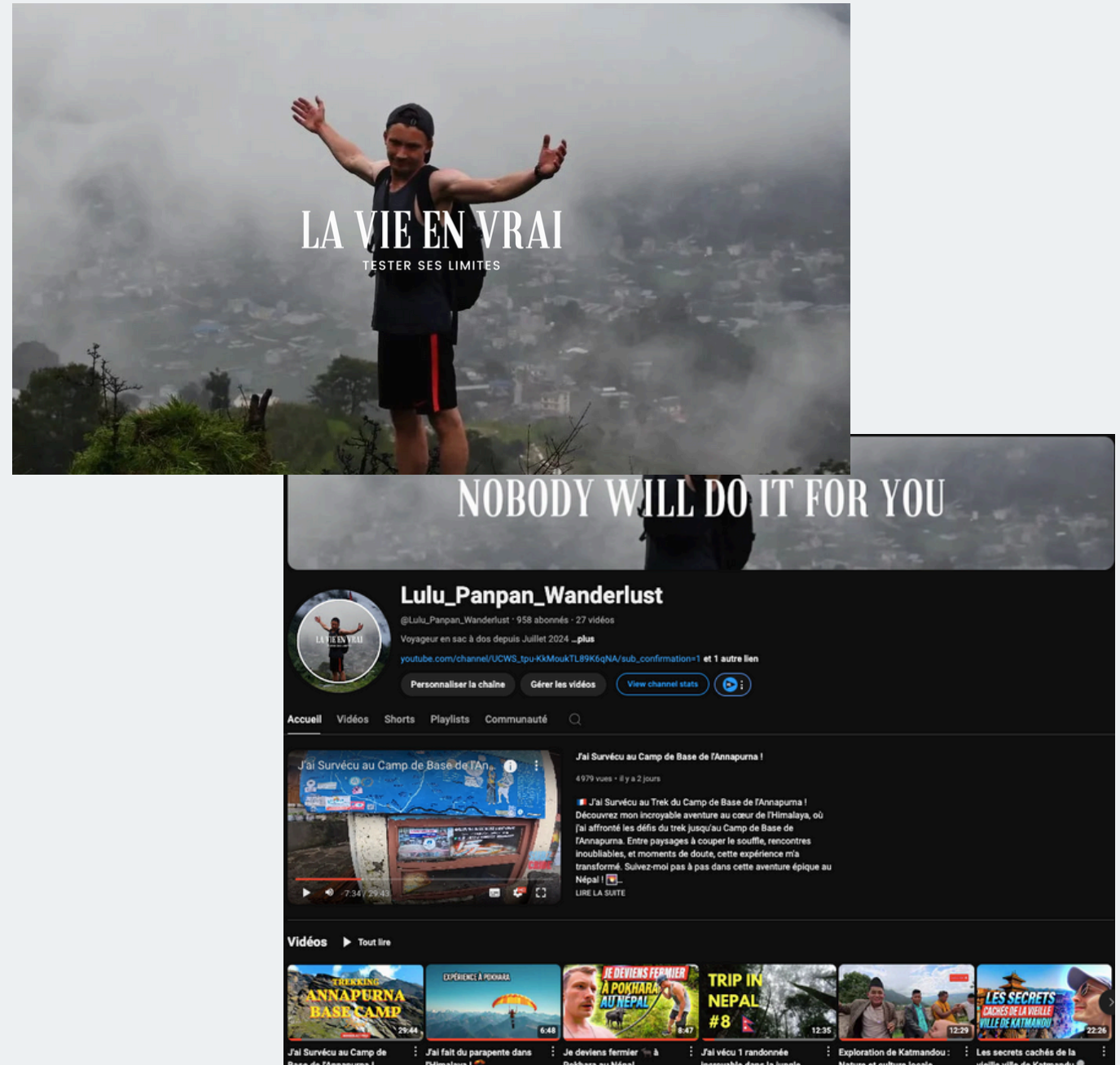
Key Features:

- **Educational Resources:** Detailed information on women-specific health issues, practical advice, and case studies.
- **News and Events:** Regular updates on upcoming events, conferences, and ongoing projects.
- **Community Support:** Sections for members and health professionals to facilitate information exchange and resource sharing.
- **Contact and Engagement:** Contact forms, information on how to join the association, and ways to support current initiatives.

The site aims to enhance the association's impact by providing crucial information and encouraging active community participation.

A LITTLE ABOUT ME

I am Lucas, a creative web project manager with over six years of experience in WordPress integration and eight years in digital marketing. I enjoy taking on challenges. Recently, I've developed an interest in video editing through my YouTube channel.



SKILLS & EXPERTISE



zoom



Lucas Carpentier

KEEP IN TOUCH

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