

# ALEXANDRE RICHARDOT

Brand Strategy & Creative Production

Paris | +33 6 08 52 70 81 | alexanderichardot@gmail.com | @richardotcom | French national

Award-winning creative executive with 20+ years in advertising, branded entertainment, and brand strategy. Deep automotive production background combined with experience leading immersive brand campaigns for tier-1 luxury Maisons in China. Unique bridge between European brand heritage and Asian market dynamics.

Proven ability to build brand awareness, drive cultural resonance, and lead high-performance creative teams from Paris to Shanghai.

## EXPERIENCE

### Creative Director | Bureau Béatrice, Shanghai

2024 – Present

Creative marketing agency specializing in brand experiences across APAC. Full P&L ownership on key accounts.

- Audemars Piguet — 150th Anniversary Exhibition: creative direction, 360° immersive experience, Shanghai
- Jil Sander, Chaumet, Barbour, Lacoste, Le Creuset — Campaign, brand activation & art direction
- Led brand positioning, go-to-market strategy, and integrated campaigns across digital, social, OOH, and events

### Senior Director, Branded Entertainment, EMEA | Condé Nast, Paris

2023 – 2024

Led creatives & writers for branded content and brand partnerships across Vogue, GQ, AD, Vanity Fair, Wired.

- Developed 360° brand campaigns for Tiffany & Co, Armani, Google, Gucci | Managed €2M+ annual budgets
- Drove branded content strategy from concept to production to distribution across all Condé Nast titles

### Co-Founder, Creative Director | Isolani Pictures (acquired by Beta Film), Paris

2017 – 2022

Original IP development and series production for international broadcasters.

- Created “La Panthère” (Cartier biopic, 6 ep.) | “Cellar Door” (6 ep.) | “Black Snow” (8 ep., w/ Simon Donald)

### Exec. Producer, CD, Managing Partner | Rods Films, Paris

2010 – 2016

Co-founded award-winning production company. Produced commercials, documentaries, and branded content.

- Automotive: Peugeot, Citroën, Fiat, Volkswagen, Hyundai, Nissan — TV & digital commercials
- Netflix: Chef’s Table France | 7 Days Out: Chanel (Karl Lagerfeld)
- Cannes Lions, Clio, LIA, Eurobest: award-winning campaigns for Canal+, Optus, YSL, Lancôme, Armani

### Executive Producer | Paranoid Projects, Paris & Los Angeles

2006 – 2009

- Nissan, Hyundai, Optus, Electronic Arts, HP — International commercial production

### Art Director, Copywriter | Entropie Films, Paris

2003 – 2006

- Peugeot, Citroën, Kenzo, Dior Homme, YSL — Art direction and copywriting for film & advertising

## AUTOMOTIVE EXPERTISE

Produced TV & digital campaigns for: **Peugeot · Citroën · Fiat · Volkswagen · Nissan · Hyundai**

Extensive understanding of automotive brand codes, dealership culture, product launch cycles, and integrated 360° campaigns across TV, digital, social, OOH, and experiential. Deep knowledge of the French and European automotive market, combined with 10 years of hands-on experience in China’s fast-evolving mobility landscape.

## EDUCATION

**Sciences Po Paris** — MSc Digital & Media Management, *Summa Cum Laude*

**Université Paris 1 Panthéon-Sorbonne** — Masters of Law (D2A), Film/TV/Advertising, *Magna Cum Laude*

## AWARDS

**Cannes Lions** (Bronze Film Craft) · **Clio** (Bronze x2) · **LIA** (Gold Film) · **Eurobest** (Silver) · **Epica** (Gold Integrated) · **BFI** (Winter Award) · **Topcom** (Bronze)

## LANGUAGES & SKILLS

**French** (Native) · **English** (Fluent) · **Mandarin** (Basic) — 3 years living in China

Brand Strategy · Marketing 360° · Creative Direction · Automotive Advertising · Campaign Production · Digital & Social · Experiential Marketing · Team Leadership · Cross-Cultural Communication · P&L Management · Generative AI