

HI I'M THOMAS, A PLANNER, WHO'D LOVE TO BE PART OF YOUR STRATEGY TEAM

I like blending strategy, design and technology to develop valuable brand experiences. I aim to bring different perspectives to a problem by research and analysis. I value details that make the difference for the consumer. It would be really nice to learn, share and enjoy while working at your company.

PASSIONS



Bauhaus



Writing & Reading



Internet of things



Type & Print



Sprint & Triathlon



Cultural differences

FREELANCE

PEOPLE WE LIKE & BE DANDY [Paris]

Strategic Planner \ 2013-14 \ 11 months

Brand strategy, insights, creative brief, foresight, benchmark, trend analysis, moodboard.
Clients : Puig, Remy Martin, Skinjay.

INTERNSHIPS

TRIBAL DDB [Amsterdam]

Strategist \ 2013 \ 6 months

Brand strategy, insights, foresight, monitoring, trend analysis, benchmark, social media.
Clients : Heineken, adidas, C&A, TomTom, NS.

MAKEABLE (formerly POKE) [New York]

Creative Strategist \ 2012 \ 4 months

Brand strategy, client presentations, moodboard, UX, process, design.
Clients : Coach, Penguin Books, Macallan, Tauck Foundation, New York City's Intrepid Museum.

BBDO [Minneapolis]

Strategic Planner \ 2012 \ 3 months

Consumer insights, research, creative brief, packaging studies, brand positioning, agency presentation, storytelling.
Clients : Formica, Hormel, SPAM, Wholly Guacamole.

TBWA\Being [Paris]

Branding Consultant \ 2011 \ 3 months

Creative brief, client presentation, benchmark, naming, trend analysis, brand positioning, disruption day, project management.
Clients : Atos, Manix, Martell, Mobalpa, Elastoplast, Tallink.

PUBLICIS\CARRÉ NOIR [Paris]

Strategic Planner \ 2010 \ 2 months

Creative brief, client recommendation, trend analysis, benchmark. Creation of a "Strategic foresight newsletter".
Clients : Nestlé, Leclerc, Publicis Drugstore, Bic

BE DANDY [Paris]

Strategic Planner \ 2010 \ 3 months

Wrote for three blogs : Design, Logo and Luxury. Client presentations, benchmark, strategic forecast, trend analysis.
Clients : Krug, Eutelsat, M-H Diageo, Care.

EDUCATION

HYPER ISLAND [Stockholm]

2014-15 - Digital Data Strategy.

ISCOM [Paris]

2009-13 - Master "Global Communication for Corporation & Brand".

University Paris-Sorbonne [Paris]

2009-10 - History/sociology.

A-Level Economic & Social Science.

SKILLS

French (Native language)
English (Full professional proficiency)
Spanish & Latin (Elementary)

Keynote/PPT/Excel/Tableau
Ps, Ai, Ind, Sketch
HTML/CSS/JS
C++ (Arduino)

Client recommendation, strategy, insight, process, benchmark, creative brief, strategic foresight, branding, storytelling, trend analysis.

WRITING

NEW GRIDS [2011-NOW]

My own blog about design, strategy, technology and planning. (+900 daily visitors)

LIDEWIJ EDELKOOFT [2012-14]

Curator for Trend Tablet, the blog of one of the world's most renowned trend forecasters.

ÉTAPES [2012-14]

Writer for the main french design magazine.

FAVORITE QUOTE

"Obsessions make my life worse and my work better"

Stefen Sagmeister

CONTACT

1990/01/06

bouillot.thomas@gmail.com

-

Twitter : @thomasbouillot

Portfolio: thomasbouillot.com