



Alexis Callies

Creative Director
Multimedia Producer & Director

Date of birth : 12.15.1977

CONTACT

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ABOUT ME

20 years of relevant creative and digital experience with conceptual skills. Expertise in international brands & artists development. I bring creative solutions across a broad range of medias with perfect Art direction skills. I communicate effectively with creatives and project management staff, engendering trust and respect.



SCOPE

Creative Direction	Brand Strategy
Digital / New Media	Brand Content
Entertainment	Innovation
Design	Event
Fashion	Production

EDUCATION

Multimedia Engineer school - CESI
Bachelor degree

PORFOLIO

www.alexiscallies.com

HOBBIES

MUSIC

COMPOSER / PRODUCER
MANAGER OF MANY MUSIC PROJECTS

SNOWBOARD

5 years Pro-Rider
@ HAMMER SNOWBOARDS
@ RIDE SNOWBOARDS

HORSE RIDING

2 horses owner

ICE HOCKEY

WORK EXPERIENCE

CREATIVE DIRECTOR @ SONY MUSIC PARTNERSHIPS

(external contractor)

2009 - Present

- . Corporate Communication & Strategy
- . Creative Direction
- . Creative Content Production : : Print, Digital, Audio, Video, Pitch Decks, Moodboards, Concepts.
- . Music, Visual, Event and Design solutions
- . Visual Identity Council
- . Modeling of marketing and promotional offers
- . Digital Content Dev & setup
- . Graphic Design/UI for B2B websites & digital apps
- . Playlists Curation for Sony Music brand partners.
- . Coordinating internal teams (ISD, manufacturing, hot line support) and service providers (art directors, advertisers, production companies, PR agencies, contractors)
- . Multimedia Producer : audiovisual & digital contents for brands
- . Followed developments in Sony Music catalog .
- . Digital Strategy

ART DIRECTOR @ PLAYBOY

(external contractor)

2019

- Art Direction
- Print Design
- Photo Shoots management

CO-FOUNDER @ SELEKTER

(Music recommendation app)



2012 - 2015

- Audit / Technical management / Art Direction (UX/UI, Zend Framework, PHP, MySQL)
- Audio Database Setup
- Business Strategy & dev

DIGITAL MANAGER @ LABEL ATMOSPHERIQUES

2007 - 2009

- . Digital / Creative Content Production
- . Production Manager : Artistic & image content production & dev
- . Online Marketing Development
- . Online Promotion Manager
- . CRM & Social network management
- . Digital A&R

Ref: Charlie Winston, Louise Attaque, Mellow Louis Chedid, Wallen, Grand Tourism, Wampas, Wiggles, Ghinzu, Soldat Rose, Abd Al Malik...

DIGITAL CONTENT MANAGER @ SONY MUSIC

2001 - 2007

- . Strategy & Business Development, Digital Marketing, Innovation.
 - . Artists websites Design & dev (several awards for international artists websites)
 - . Web Agencies & graphic Studios lead
 - . Monitoring & dev of corporate website
 - . Artists Online Promotion (album releases / advertising campaigns / partnerships for Sony Music labels and artists)
 - . CRM manager
 - . DATA manager
 - . Digital Content management & distribution (EMD partners integration in SONY BMG delivery process + support, Mobile data producer and manager)
 - . Marketing Online / Mobile
 - . Audio Protection Manager / Antipiracy / Open Disc / Watermarked Management
- Ref: All Sony Music artists such as Beyoncé, JLO, Jean-Jacques Goldman, Prince, NTM, Dr Dré, AC/DC, Mariah Carey, Leonard Cohen, Miley Cyrus, Daft Punk, and many more...

SOFTWARE SKILLS

ADOBE PHOTOSHOP	ADOBE FLASH	LOGIC AUDIO	SKETCH
ADOBE ILLUSTRATOR	ADOBE IN-DESIGN	CSS	PRINCIPLE
ADOBE AFTER EFFECT	ADOBE XD	HTML5	FIGMA

PERSONAL SKILLS

- . INNOVATIVE
- . EFFECTIVE STORYTELLER
- . EXCELLENT COMMUNICATION
- . EFFECTIVE CROSS-MEDIADESIGN SKILLS
- . BRAND UNDERSTANDING AND LEADERSHIP
- . PROBLEM-SOLVING SKILLS
- . CONCEPTUAL ABILITIES