



ALEXIS CALLIES

CREATIVE DIRECTOR MULTIMEDIA
PRODUCER & DIRECTOR
AI EXPERT

PROFILE

360° Art Director with 20 years of creative experience, combining conceptual vision and project management expertise across the music and fashion industries. Expert in international brand & artist development, image direction, brand content, events, and generative AI. I craft impactful visual and communication strategies across a wide range of media.

WORK EXPERIENCE

Art Director @ Alexis Callies / AI Artist represented by COSMOPOLA

Paris - 2024 / now

. Takasago (1st Perfumer Laboratory in Japan) : AI film for New Year, AI film for Chinese New Year, AI film for Aïd.

. Eysight Group : Concept for WALLY 30th anniversary event & some fashion shows (Comme Des Garçons, Kids Super, Zuhair Murad...)

Teacher @ ESRA (Cinema, Television & Image School)

Paris / Oct 2024 - Mar 2025

. ARTISTIC DIRECTION applied to cinema and video (260 Students)

Art Director @ Maison Philippe Conticini (CONTRACT)

Paris - London / 2015 - 2024

- . Art Direction
- . Image Strategy
- . Concepts for packagings and visuals
- . Packagings setup and craft

I provided artistic direction and branding by defining the company's visual identity and supporting interior designs. I integrated AI to develop original packaging collections, combining creativity and technology to strengthen the visual impact of the products and positioned the brand in innovation.

Creative Director @ Sony Music Entertainment (CONTRACT)

Brand Partnership Department / Paris / 2009 - 2024

- . Creative direction for endorsement, co-branding, sponsorship, and branded events
- . Development and production of integrated marketing campaigns in collaboration with brand partners
- . Management of photoshoots, video production, content delivery
- . Concept creation and art direction for brand and music-related events
- . Coordination of internal departments (ISD, manufacturing, support) and external providers (agencies, art directors, production companies, PR firms)
- . Strategic image development and brand consulting
- . Graphic and UI design for B2B websites and digital applications
- . Audiovisual and digital content for brand partnerships
- . Playlist curation and catalog positioning for Sony Music brand collaborations

. Led creative direction for endorsement, co-branding, sponsorship, and branded events, increasing brands engagement by an average of 60% through innovative strategies and collaborations between Sony Music artists and Brands

. Directed Social media campaigns for brands and music-related marketing operations, enhancing customer satisfaction rates.

REF : Dior, Givenchy, Saint Laurent, Gucci, Audi, Sony , Monoprix, Salomon, Parot, Sony, Crédit Mutuel, Adidas...

CONTACT

Mobile:

+33 (0)7 86 90 93 67

E-mail :

alexiscallies@hotmail.com

LinkedIn :

<https://www.linkedin.com/in/callies-alexis/>

PORFOLIO

www.alexiscallies.com

[Instagram](#)

SCOPE

Creative Direction

Communication

Event / Production

Project Management

Image Direction

Brand Content

Generative AI

EDUCATION

1998 - 2001

C.E.S.I.

Multimedia Engineer school

PASSIONS

Snowboard

Pro Rider 1996-2000

@Hammer Snowboards

@Ride Snowboards

Rider owner

Ice Hockey

CO-FOUNDER @ SELEKTER

SELEKTER / Paris / 2012- 2016

Music recommendation app

. Audit of development agencies and external technical service providers (BDD, dev, Design, Promo, Music Providers, etc.)

. Technical Management

. Follow up of development of audio and editorial databases

. UX design

. Defined the development strategy and coordinated the development teams and service providers (UX/UI, Zend Framework, PHP, MySQL) to ensure optimal execution of the project.
. First investor Universal Music Group

Digital Manager @ Universal Music Group

Atmosphériques Label / Paris / 2007 - 2009

. Artistic & image content production & dev

. Online Marketing / Development strategy for artists : partnerships, advertising and marketing campaigns linked to new media.

. Online Promotion Manager

. Emailing to Online Medias

. Social Network Management

Ref : Charlie Winston, Joseph d'Anvers, Wax Tailor, Abd Al Malik, Le Soldat Rose, Les Wampas..

Won several «Victoires de La Musique» for the artist WAX TAILOR thanks to the image work carried out.

Developped Charlie Winston image for his first album.

Content Manager @ Sony Music Entertainment

Paris / 2001 - 2007

. Strategy & Business Development, Digital Marketing, Innovation

. Design and Development of Internationally Award-Winning Artist Websites

. Management of Web Agencies and Graphic Design Studios

. Digital Content Management and Coordination with EMD Partners

. CRM and Data Management

. Management of Audio Protection, Anti-Piracy, and Digital Tagging Systems

Many international artist website awards (Jennifer Lopez, Beyoncé, Justin Timberlake, Francis Cabrel, Daft Punk) More than fifty gold and silver discs. Development of an internal music delivery process in close collaboration with the US and German teams. (Distribution of masters via flash technology and watermark duplication on digital media).

SOFTWARES

Adobe Creative

AI expert

FIGMA

PERSONAL SKILLS

Excellent communication and presentation

Strong adaptability

Leadership