



PAUL-ERIC LEFEBVRE

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VP/SVP CREATIVE LEADER FOCUSED ON TRANSFORMING GLOBAL BRANDS INTO CULTURALLY DOMINANT PLATFORMS. I BUILD BOLD, SCALABLE CREATIVE ECOSYSTEMS THAT MERGE BRAND, CONTENT & TALENT TO DRIVE DESIRABILITY & GROWTH. PASSIONATE ABOUT REDEFINING HERITAGE BRANDS THROUGH MAGNETIC STORYTELLING & HIGH-IMPACT CREATIVE LEADERSHIP.

Extensive experience leading creative vision, brand transformation and integrated creative ecosystems across luxury, beauty and technology-driven businesses. Proven track record building culturally relevant brands and delivering impactful work across digital, experiential, retail, social, film, print and broadcast platforms. Passionate about developing high-performing creative teams, elevating creative culture and shaping modern brand storytelling at scale.

Recent leadership roles across one of the world's most influential beauty brands and a globally recognized mobile-first agency have enabled Paul-Eric to develop a strong consumer-centric vision rooted in culture, creativity, technology and evolving audience behaviour.

"HE IS EVERYTHING YOU LOOK FOR IN A CREATIVE LEADER, A SOPHISTICATED EYE AND A SUBTLE FEEL FOR PERSONAL INTERACTION" "INCREDIBLE ENERGY AT PITCH LEVEL" "A MOTIVATING AND ENCOURAGING FORCE"

04.2019 — Present

CREATIVE DIRECTOR EMEA, ESTÉE LAUDER COMPANIES, PARIS

First Creative Director hired by MAC Cosmetics outside of its NYC headquarters, leading creative direction across Europe, the Middle East, Africa, India and Russia. Responsible for shaping culturally relevant brand experiences across campaigns, content, experiential, retail, visual merchandising and online/offline consumer touchpoints within highly diverse international markets.

06.2014 — 02.2019

CREATIVE DIRECTOR EMEA & APAC, FETCH (DENTSU AEGIS), LONDON

Apple, Uber, Ebay, Facebook, HSBC, Expedia

Led the growth and transformation of Fetch's creative department during its evolution into a globally recognized mobile-first creative business. Directed integrated creative work across digital, film, product and emerging platforms for brands including Apple, Uber, eBay, Facebook, HSBC and Expedia, combining creativity, technology and consumer insight to build innovative cross-platform experiences.

01.2012 — 05.2014

CREATIVE DIRECTOR, REFLEXGROUP, LONDON

Dior, LVMH, Agent Provocateur, Unilever, Miller Harris

Lead the London office. Creative direction & strategy for globally recognised advertising firm. Lead creative vision, new business development. Responsible for national cross-platform design & advertising campaigns.

09.2007 — 01.2012

CREATIVE LEAD, KATANA LONDON

Soho House, Diageo, One&Only, Tatler, Goop

Strategy, creative direction, new business development. Building brand awareness across all media platforms. Brand strategy, identity, Architecture & Design for two social networks.

03.2007 — 08.2007

ART DIRECTOR, EURO-RSCG LONDON

Peugeot, Citroën, EDF Energy

Digital & Print advertising for brands nationwide. Creative concepts for TV ads & idents.

03.2005 — 09.2005

DESIGNER, L'ORÉAL, PARIS

Store Design & National guidelines for L'Oréal Luxury Brands such as Lancôme, Giorgio Armani, Helena Rubinstein. Product Launch for Viktor & Rolf and Lancôme at major French shopping malls such as Galeries Lafayette, Le Bon Marché, Printemps.

2006 — 2007

SUP DE PUB, (INSEEC), Paris

Bachelor of Creation & Communication.

2003 — 2005

STRATE COLLEGE DESIGNERS, Paris

Bachelor of Industrial Design (Major in Luxury).

Languages: English (fluent), French (native), Spanish (intermediate), Italian (beginner)

Interests: Golf, Football, Tennis, Swimming, Surf. Former snowboard instructor.