

Marion Gidrol

Brand Designer at Pomp

Pomp is a SaaS platform supporting the beauty industry. I work with 25+ Skincare Brands like iS Clinical, EltaMD, Colorescience, PCA Skin, Jan Marini, Hydrinity...

CONTACT

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EDUCATION

Bachelor of arts in graphic design
2017 Presqu'île, Lyon France

Associate degree in advertising
2013 Sup de Pub, Lyon France

SKILLS

Adobe Creative Suite, Photoshop, Illustrator, InDesign

Figma

Photography

Google Slides

Power Point

Keynote

Slack

Monday

Asana

Bilingual in French

EXPERIENCE

POMP - Beauty Industry

Brand Designer - April 2023 - Present

- Established and evolved new Pomp brand vision through all creative touch-points including web, product, digital, motion, email, social, photography and partnerships.
- Cross-collaborated with growth, communication, business development, product, e-commerce...
- Creative directed and produced on-location brand lifestyle photoshoot from conception through post-production, hiring and working with photographer.

WATSON CREATIVE - Creative Agency

Contractor Designer - October 2022 - April 2023

- Creatively contribute to a range of projects including web pages, digital banners, social media, print, brand guideline, PowerPoint Presentation template, illustration etc.
- Working closely with the team, art director, project manager, to develop visual concepts to be used on different channel.

FUZZY - The Pet Parent Company

Brand Designer - June 2021 - August 2022

- Collaborate with the team to bring marketing messages and concepts to life.
- Work closely with the art director, growth manager, to brainstorm, design, and execute on concepts and content across diverse digital channels.
- Design online and offline creative such as social ads, banners, print, digital ads, packaging, internal content.
- Adapt creatives into different specs and channels.
- Develop thoughtful, creative, data-driven work that relates to the overall business and marketing strategy.
- Evaluate the branding awareness by implementing new brand guidelines to fulfill the company core mission.

JULIE ZENER ART GALLERY

Graphic Designer - 2018 - 2019

- Promoting artists, exhibitions and events by creating print and digital content.
- Receiving art piece, managing the inventory.
- Managed art staging for real estate and personal property.
- Developing sales pitches for each piece.
- Building and maintaining relationships with clients to maximize sales.
- Developing social media accounts.
- Supported the development, preparation, and production of gallery events.