

MATHILDE CROATTI

Creative Strategist | AI Creative Production | Performance Marketing
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Work authorization: Visa sponsorship required for U.S. employment

PROFESSIONAL SUMMARY

Creative Strategist helping brands scale profitable advertising through AI-powered creative production, performance analysis, and data-driven creative testing. Experienced in managing end-to-end creative strategy across Meta, Google, TikTok, and more, combining creative direction, performance marketing, and AI workflows to develop campaigns that improve ROAS, acquisition, and creative efficiency across French and U.S. markets.

PROFESSIONAL EXPERIENCE

Creative Strategist – AI Creative Production & Performance

Darbyon | Paris, France

Jan 2026 – Present

- Lead end-to-end creative strategy and project management for French and U.S. brands, coordinating internal teams, designers, editors, and clients
- Oversee production of 750+ creative assets per week across UGC, static, video, and AI-generated advertising
- Develop data-driven creative concepts using audience insights, campaign performance, competitor analysis, and consumer behavior
- Scale AI-powered production workflows using Krea, Kling, Higgsfield, Nano Banana, and other generative AI tools
- Analyze creative performance to identify winning hooks, formats, messaging, and visual directions
- Drive continuous creative testing across Meta, Google, TikTok, and Pinterest to improve advertising performance
- Contribute to campaigns averaging 5x ROAS across managed accounts

Performance Manager

Darbyon | Paris, France

Jan 2025 – Dec 2025

- Managed performance marketing campaigns across Meta Ads, Google Ads, TikTok Ads, and Pinterest Ads
- Oversaw more than \$1M in annual advertising investment, optimizing budgets based on profitability and channel performance
- Designed acquisition strategies combining media buying, creative testing, and conversion optimization
- Built Power BI dashboards to automate reporting and improve marketing decision-making
- Led performance strategy for luxury brands including Carel Paris, Molinard, and Marcia Wear
- Improved campaign efficiency through testing of audiences, creatives, placements, landing pages, and customer journeys

Business Analyst & SAP Assistant

Cartier | Paris, France

Jul 2024 – Dec 2024

- Conducted multi-level commercial analyses across product categories, departments, and distribution channels
- Designed Power BI dashboards supporting budgeting, forecasting, and executive reporting
- Delivered cross-functional analytical studies to support strategic business decisions
- Managed supplier creation, purchase orders, and budget monitoring across multiple Cartier departments
- Collaborated with finance and operational teams to streamline reporting processes

EDUCATION

KEDGE Business School

2022 – 2024

MSc Data Analytics for Business

Relevant Coursework: Marketing Strategy • Machine Learning • AI Applications • Data Visualization • Data Management • Public Speaking

- L'Oréal Hackathon — Team Leader: Designed and presented an AI-powered business solution for L'Oréal
- La Poste Consulting Project — Team Leader: Developed a predictive analytics solution to forecast lost parcels

University of Strasbourg

2018 – 2021

Bachelor's Degree in Economics & Management

CORE SKILLS

Creative Strategy: Creative Testing • Creative Analytics • Creative Direction • Storytelling • Performance Creative • Creative Optimization • Consumer Insights

Paid Media: Meta Ads • Google Ads • TikTok Ads • Pinterest Ads • Shopify • Triple Whale • GA4

Analytics: Power BI • Excel • BigQuery • SQL • Data Visualization • KPI Reporting • Marketing Analytics

AI Creative Production: Krea • Kling • Higgsfield • Nano Banana • Pletor • Prompt Engineering • AI Content Production

CERTIFICATIONS & LANGUAGES

Certifications: Microsoft Azure AI Fundamentals • Professional Scrum Master I (PSM I) • TOEIC – 909/990

Languages: French (Native) • English (Fluent)

CLIENT PORTFOLIO

FR Clients: Baccarat, Molinard, Carel Paris, Marcia Wear, Yepoda, Evidens de Beauté

US Clients: Cymbiotika, LeVian, Olivier Midy, Kavayn, BoomBoom Naturals, TrimRx