

- FWA SITE OF THE DAY
- Awwwards SITE OF THE DAY
- CSS Design Awards SITE OF THE DAY
- CSS Winner SITE OF THE DAY
- Grand Prix STRATÉGIE du Luxe
- NUMIX DIGITAL CONTENT
- IDÉA DIGITAL EXPERIENCE
- GRAFIKA GRAPHIC DESIGN
- Boomerang DIGITAL PRODUCT

Professional skills 🛊

- Creative Director
- Multimedia Director
- Creative Lead
- Art director
- Storytelling
- Filmmaker
- Digital activation
- Innovative Technology
- XR Extended Reality
- Unreal / Unity Game engine
- New business pitch & proactive
- Keynote presentation

CREATIVE DIRECTOR X MULTIMEDIA DIRECTOR

Digital Activation & Innovative Technology Gen Al Image, Video, Sound...

Portfolio www.paulleon.fr Linkedin www.linkedin.com/in/paulleonparis Email paulleonparis@gmail.com

Many prestigious brands and large communication agencies recognized around the world trust me to lead the creation and production monitoring of their creative projects.

I am a polymorphic and multi-awarded Executive Creative Director 360 degrees, passionate about new technologies since the start of my career. From new technologies to fashion to digital experience, the playing field is endless !

I integrate artificial intelligence into my work process to enhance the rendering of my creative projects.

Agencies I work with :

Mazarine, Fred&Farid, Havas, TBWA, EURO RSCG, DDB, GREY, CLM BBDO, Ogilvy, Publicis, BDDP, McCann-Erickson, BDDP, Young & Rubicam, Hungry&Foolis, MediaMonks, Sidlee, Cossette, LG2...

Brands I work for 🐉

Chanel, Moncler, Hennessy, Louis vuitton, Mercedes, Bvlgari, Pernod Ricard, Omega, Baume&Mercier, Canon, Sephora, Lacoste, Diesel, Schweppes, Netflix, Google, Metro Goldwyn Mayer, Bic, Kilian, Nissan, Audi, Nestlé, Arcelor Mittal, sanofi-aventis, Corona, Pfizer...

Work Experiences :

2025 / O	Creative Director / Multimedia Director www.paulleon.fr
2022 / 2025 SHANGHAI - DUBAÏ	Executive Creative Director www.mazarine.com ACCOUNTS : CHANEL, Sartoro, Hearts in Fires, Dubaï fahsion week, Moët & Chandon, Boucheron, Burberry, Dior
2018 / 2022	Creative Director www.in-web-we-trust.com AGENCIES : CLM BBDO, Ogilvy, Publicis, Mazarine, McCann-Erickson, TP1, TANK ACCOUNTS : Nissan, Sephora, CHANEL, Coors light, Audi, Corona, Hennessy, Louis vuitton
2015 / 2018 SHANGHAI	Art Director www.mazarine.com ACCOUNTS : Moncler, CHANEL, Hennessy, Bvlgari, Pernod Ricard, Omega, Baume&Mercier, Metro Goldwyn Mayer
2012 / 2015 PARIS - SHANGHAI	Art Director www.fredfarid.com ACCOUNTS : Avene, Klorane, René Furterer, Club Med, Audemars Piguet, Gucci, Villebois, VIVO, HP, Hewlett Packard, Alibaba, Taobao, Lacoste
2007 / 2012	Multimedia Director www.in-web-we-trust.com ACCOUNTS : Louis Vuiton, Hennessy, Kenzo, Tag Heuer, Chaumet, Christian Dior, Guerlain, Moët et Chandon

School career :

