

# KAREN FRANÇOIS

[karen@karenfrancois.com](mailto:karen@karenfrancois.com) | (0) 751-819-6417 | [LinkedIn](#) | London | Languages: English (native); Creole (fluent); French (conversational)

## PROFESSIONAL EXPERIENCE

### INDEPENDENT CONSULTANT

New York, NY - London, UK

#### *Project and Production Manager*

Jan 2019- Present

Managed cross-functional teams on projects and productions focused on building community engagement, product launches, social impact, and inclusive infrastructure to spark innovation revenue and growth in emerging initiatives

Riot Picks Virtual Tour (Launch Fall 2022)

Mar -June 2022

- Managed overall budget of \$200k, made decisions on project expenditures, and negotiating cost savings of \$45k
- Negotiated contracts between RIOT Picks and all roles for the project, including the production team, hair and makeup and costume departments
- Responsible for defining the brand's positioning within the wider creative and cultural landscape.

CFDA x Vogue Americans in Paris SS'20

Oct 2019

- Worked with CFDA and Vogue communications teams to secure local, experienced camera team for the completion of the project during a crisis with last minute production team cancellation in Paris

Nike NYC x Kadeem Hall

Aug 2019

- Experienced all aspects of photo and event production from pitching, creating budgets, pre-production, location scouting and casting to on set management
- Facilitate partnership with Playboy Club NYC for release event, budget allocation and negotiations

MEFEATER x Pride Event

May-June 2019

- Managed teams to oversee the successful design, budgeting, timeline, and build-outs of project
- Negotiated terms of aligning partnerships, acquired sponsor from Smart Water and Kinfolk, and mitigate environmental and social risks of each

CHNGE x "My Body" Campaign

Feb - March 2019

- Oversaw the full life cycle and budget of a project through initiation, planning and designing, execution, monitoring and completion of the project to ensure we aligned with the CHNGE's strategy and goals, and the vision of the designer who was donating a portion of proceeds to AGC Conservatory.
- Managing press for the launch event, photoshoots, marketing campaigns and content for collection

### INDEPENDENT CONSULTANT

New York, NY- London, UK

#### *Talent Development in Fashion*

June 2018- Present

Spearheaded strategic partnerships and relationships to break barriers for creatives of color through innovative, cross functional relationships that are quality, profitable, and designed to transform competitive positions.

24kGoldn

Feb 2022- Present

- Manage pulls from top luxury brands, invites to offseason resort and couture shows, coordinating fashion weeks, fashion related press placement publications like Hypebeast

Offset

Sep - Dec 2021

- Oversaw Paris Fashion Week SS'22 coordination, including securing him to walk Balenciaga SS'22 runway
- Off-season relationship development and meetings in Paris with Lanvin, Michèle Lamy, Maison Margiela, Louis Vuitton, and more to discuss potential collaborations and partnerships for upcoming year.

Samirah Raheem

Sep 2018-Jun 2019

- Secured Samirah walking Koche, GCDS, Kim and Shui, partnering with Hypebae to cover KCD Milan and Paris shows, hosting monthly digital Girlboss Advice Column,

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- Participation in digital campaigns including Dazed 100 and Teen Vogue's All Womxn, and live events like Beautycon and panels.
- Negotiating pricing, deliverables, and relationship agreements, including a hand in securing IMG model contract. Sep 2018-Dec 2018

Other previous clients: DJ Kitty Cash, Rickey Thompson, Denzel Dion, Ryan Jamaal Swain, Biondo, DJ Ohso, Steve Aoki, Sheron Barber, Bri Steves, Sons of Sonix, Jonathan "Food God"

## INDEPENDENT CONSULTANT

New York, NY- London, UK

### **Casting**

June 2018- Present

Managing global castings to provide diverse qualified talent for brand campaigns, runways, e-comm, and more.

Riot Picks 360 Virtual Tour (Launch Fall 2022)

Apr - June 2022

- Cast Agency Models and VIP Influencers

Romeo Hunte Runways and Lookbooks

Sep 2019- Feb 2020

- Spring-Summer 2020
- Fall-Winter 2020

Kid Super Runway

June 2019

- Assistant Spring-Summer 2020

## ALAMO RECORDS

New York, NY

### **Lifestyle Marketing Temp**

Apr 2018- Aug 2018

Collaborating and working closely with multichannel departments to create strategic directions surrounding relevant music releases aimed to leverage the power of social media and engage communities of artists.

- Participate in key marketing initiatives to create bespoke campaign executions with internal and external creative teams.
- Defined KPIs, designed monitoring & data collection tools for conducting ongoing outcomes measurement
- Marketing and communications through the development of social media and engaging live experientials
- Assisted in driving consistency across project methodologies and approaches by creating a community engagement strategy, establishing a plan, and ensuring team is aware of key milestones
- Source brand partners and sponsors, developing pitch decks, designing brand campaign integration plans, building industry best practices and monetization strategies to support 20+ artists

## WILLIAMSON PR & SHOWROOM

New York, NY

### **Public Relations Intern**

Jan 2018- Apr 2018

Acted as a bridge between Public Relations and Communication Coordinators/Managers to stylists, editors, and relevant press and clients to provide assistance in all aspects of brand initiatives and outreach for BRANDBLACK, Eyevan 7285, Lotuff, Nanamica, and Visvim accounts.

- Compiled weekly and monthly press coverage reports based on published credits, sample trafficking and brand feature placements in print and online media for respective collections.
- Assisted with development of strategies and press release write-ups to achieve client objectives.
- Maintained an up-to-date editors, stylists and bloggers database and produced VIP, Celebrity, and Influencer list
- for respective brand's initiatives and outreach
- Assisted seasonal shows, press events and brand initiatives like gifting, experientials, collaborations, market week, NYFW, Liberty Fairs, and MAN/WOMAN NY and Paris
- Managed editorial, online and select celebrity sample requests for US as well as foreign publications

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## **The GO Life**

New York, NY - London, UK

### ***Multi-channel Marketing Strategy***

Oct 2017- April 2018

The GO Life is a mind and body company with a mission of making peak performance supplements for inside and outside the gym. With a devotion to community and clean ingredients, it's become the hit for elevating, enhancing, and empowering increased brain activity and improved focus, without the crash.

- Developed and executed content strategy for @thegolife, leveraging insights and feedback, resulting in +37.5% organic audience growth in a 10-week period.
- Project managed and executed multiple pop-up events simultaneously with NYC boutique gyms, such as Aerospace Dog Pound to generate organic community members.
- Managed Monthly KPI's and Engagement Plan for Brand Ambassadors, ie liaise with Local Influencers to create impactful activations with clear and organized measures of success
- Partnered Traditional and Digital Marketing, Experiential Marketing, Customer Experience for messaging alignment across owned channels.
- Trained and supervised a team of 3 to execute strategy and foster professional development opportunities

## **EDUCATION**

BS. Int'l Business/ Sports and Entertainment Marketing (NSE)  
BS, Marketing Minor: Public Relations

Louisiana State University      2015  
Florida International University      2014