

steffin
abraham



portfolio

global brand &
content strategist

L'ORÉAL

GARNIER



Red Bull

BYOND XR

CVS Health



cognizant

Kimberly-Clark



About

I connect data with creative that works. I do not just manage assets, I orchestrate brand narratives that drive revenue.

My approach is backed by an MSc in **International Marketing and Business Development** from SKEMA Business School, Paris.

Global Campaign & Brand Governance

Content Strategy (SEO, GEO)

AI & MarTech Integration

Cross-Cultural Team Leadership

TESTIMONIAL



"He was one of the most organised and creative people I've met. He delivered every project with full commitment and success, and his own 'baby' projects quickly grew and were recognised by key stakeholders across different departments."

Anastasiia Starkova

Host Loud Women radio show
Account Executive, Genius Sports

TESTIMONIAL



"Steffin est une personne créative et organisée, qui a toujours su livrer des résultats remarquables, même sous pression. Son adaptabilité et ses solides compétences en gestion de projet font de lui un atout précieux."

Eloïse Kellen

Analyst - Private Equity
Turenne Groupe

TESTIMONIAL



"Steffin is a true content expert, whether it's social media, visuals, or campaigns, he knows what works and how to make it stand out. He brings a thoughtful, results driven approach to every project he works on."

Carmen Schäfer

Marketing Strategist |
Copywriter DE | FR

works

Selected projects that blend data with creative impact.

L'ORÉAL

Led Garnier's first step into the metaverse. Brought five hair color brands together in one digital space the "Color Home" where people could learn, play, and explore.

Color Home
by GARNIER



Connected agencies across the US, Stockholm, Israel, and France to make it happen. Handled Augmented Reality integration and strict UK regulations to ensure a smooth launch.



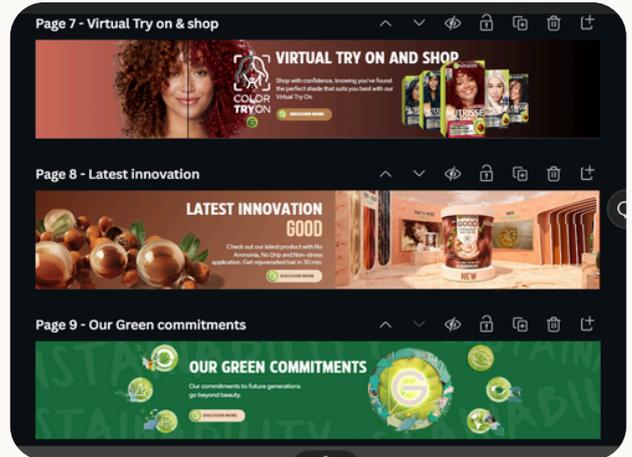
Defined the visual style for high-impact campaigns like *Nutrisse Ultra Color* and *Good*. Directed the full lifecycle of global digital assets from social media images to e-commerce content.

GARNIER

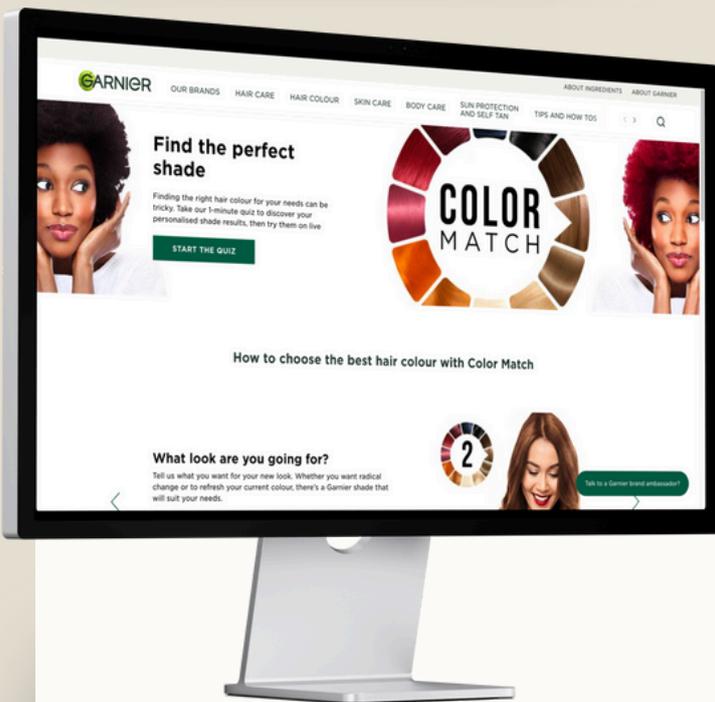




Kept every asset consistent and high-impact. Made sure the right message reached the right markets through strict content governance.



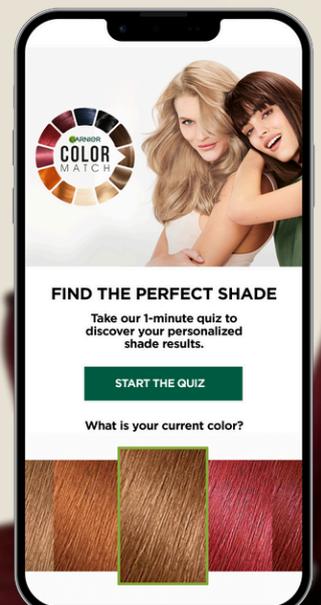
Good work needs clear direction. My grasp of technical tools helps me create crystal clear briefs that align global teams and agencies.



Helped in designing intuitive "Color Match" quizzes to guide consumers to their perfect shade on desktop.

Deployed Virtual Try-On tools for mobile, allowing users to test products instantly.

Combined beauty with technology to turn curiosity into confidence and visitors into buyers.





Photography trains me to see, not just look.

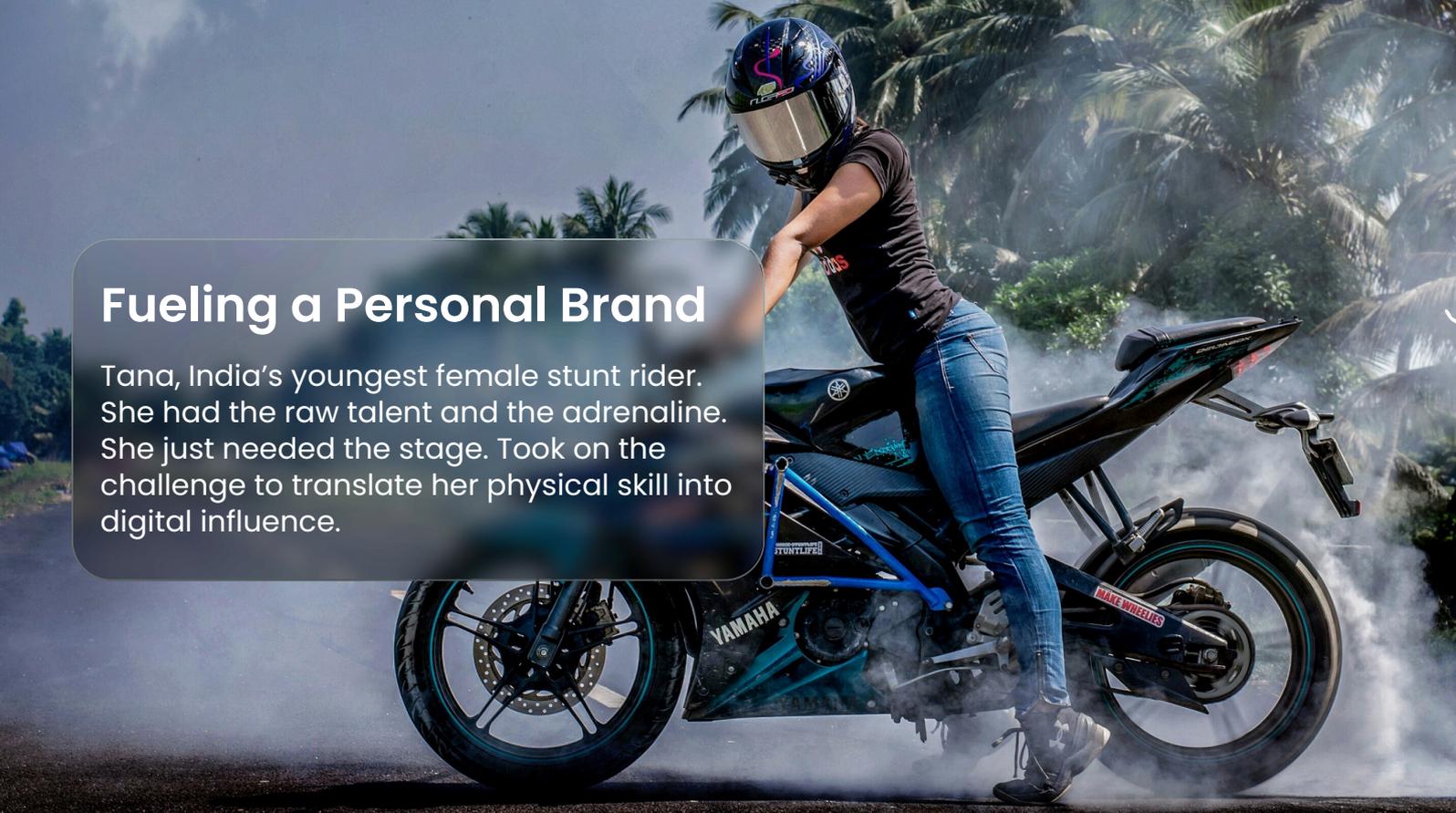
Understanding light and composition helps me spot details others miss. This makes my work better.



I can identify visual flaws instantly and give precise feedback to creative teams.

It turns a hobby into a professional asset, ensuring every campaign I manage is sharp, clean, and visually flawless.





Fueling a Personal Brand

Tana, India's youngest female stunt rider. She had the raw talent and the adrenaline. She just needed the stage. Took on the challenge to translate her physical skill into digital influence.



Crafted a visual identity that blended lifestyle with action. Told a story of grit, freedom, and breaking barriers.



Aligned her personal brand with industry titans to elevate credibility. Partnered with **BMW** to "Make Life a Ride."



Secured wings with **Red Bull** and many more

UGC Content

Traveled across five states to create real content on the ground. Captured "Coffee: Anytime, Anywhere". Maintained to be On-Brand and turned simple product shots into a story about exploration.



What Else I Do + AI

Creative work meets technical skills. I design websites, write copy, and use AI to multiply my output. I am using AI to improve SEO, create content variations, automate tasks like asset management and reporting, and test creative concepts quickly. It helps me work smarter by predicting what performs and cutting down manual grunt work.

TESTIMONIAL



"When it came to executing the tests and understand the business approach, he led it with an example and really helped team members to onboard and bring up to the speed."

Yogesh Kodmelwar
Technical Product Owner | CSPO
Johnson & Johnson

Let's Collaborate

Open for global opportunities
in Brand Strategy, Content
Direction, and Digital
Innovation.



Fueling brands (and eventually, that Ferrari).

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