



MANUELO SIATOTHRO

SENIOR CREATIVE PRODUCER

EXPERIENCES

**MAY 2022 -
JUNE 2025**

**SENIOR CREATIVE PRODUCER OLYMPICS &
PARALYMPICS**

On Location

- Production of advertising collateral for placements across digital, social media, display, OOH, video streaming, audio streaming, TV and print.
- Production of web and mobile content for use on On Location's owned and operated portals.
- Response to briefs from a range of teams including Marketing, Sales and Product Teams.

**DEC 2014 -
MAY 2022**

DIGITAL PRODUCER

Discovery Inc

- Creation of promotional materials for digital platforms, print media and point-of-sale displays for distributor SFR and, in the past, for distributor Canalsat.
- Creation of digital content focusing on promotional videos, motion design and "stories" for social networks and marketing operations for 4 of the group's Pay-TV channels: Discovery Channel, Discovery Science, Discovery Investigation, Discovery Family.
- creation of a wide range of advertising media: Kakemonos, Flyers, Press kits, etc., to support the Discovery France division's off-air marketing operations.

PROFIL

With over 10 years international experience in the media, digital and multimedia industry, I now have comprehensive expertise in these areas, in terms of both technology and usage.

CONTACT



74 rue d'Anjou, Saint-Nazaire, France



Manuelo.siatothro@gmail.com



+33 6 47 08 82 22

HOBBIES

SPORTS:

Basket-Ball

TRAVEL:

USA, England, Spain, Italy, Germany, Portugal

EDUCATION

**2007 - MASTERS DEGREE - MEDIA MANAGEMENT -
Audencia Business school - Nantes, France**

**2004 - BACHELOR DEGREE - BUSINESS COMMUNICATIONS
Université Catholique de l'ouest - Angers, France**

SKILLS

VIDEO EDITING

GRAPHIC DESIGN

PROJECT MANAGEMENT

LANGUAGES

English : Fluent

SOFTWARES

Adobe Premiere Pro

Adobe Illustrator

Adobe In Design

Da Vinci Resolve

Microsoft Word

Microsoft Powerpoint