



BENJAMIN SCETBON

BRAND DESIGNER

CONTACT

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EDUCATION

IDEA MASTER DEGREE

(DESIGN & INNER ARCHITECTURE INSTITUTE)

Atelier de Sèvre

Paris 1996-1999

ECOLE ART GRAPHIQUE CONCOURS

Académie Charpentier

Paris 1994-1995

BAC D

Ecole Active Bilingue - Paris VIII

Paris 1993-1994

EXPERTISE

Analytical approach

Efficient and result oriented

Excellent communication skills

Good team player

Storyteller - Cook - Musician

TOOLS & MORE

Adobe Creative Cloud 2021

MS office - Google Docs

WordPress - Elementor - Wix - Figma

Mailchimp - AirTable

HTML & CSS (basics)

LANGUAGES

French (native)

German (native)

English (fluent)

WORK EXPERIENCE

BRAND DESIGN & MANAGEMENT

Sevengood | Berlin | April 2009 - Present

- Managing and developing the existing portfolio of key clients
 - Design research, web design, graphic guidelines
 - Team & Events management
 - Wix, HTML & CSS traineeship to understand and work efficiently with IT Teams
- Clients: Aasset-Security, ADT, Addex Design, Art Elysées, AUTOMOTOR-France, BVB, Codage Paris, Culture Espace, Eden Luxury Homes, Kit & Coco, L'Oréal, Hennessy, JB MARTIN, Malu Wilz, OptimicDN, Qualia Legagy Advisors, StealthWrks, Tony Frank, Web Venture, Y8 Games...*

TEAM & FINANCE MANAGER, REPEAT CO-FOUNDER

repeat bar | Berlin | April 2015 - Present

- Managed and supervised the reconstruction of the bar
- Designed the corporate guidelines and all communication tools
- Social media management (Facebook, Instagram, Resident Advisor, Google...)
- Team training & management
- Purchase & stock management

CREATIVE DIRECTOR

VIPZONE POLAND | Paris - Warsaw | 2008-2009

Business Development:

- Research & Identification of the product range suitable for the Polish market
- Designed the corporate guidelines
- Participated in trade shows and industry event in order to attract new partners Account

Management:

- Managed local design team
- Product control & supervision of product shooting sessions

BRAND DESIGNER

SEVENGOOD | Paris | 2006 - 2008

- Design and implementation of corporate communication tools
 - Design research, graphic guidelines, web & print
 - Supplier research and production monitoring
- Clients : ADDEX, Automotor-France, Blue Bear, Gugliotta Conseil, George V Entertainment, Longchamp...*

SENIOR ART DIRECTOR

Take Care (Communication & Marketing Agency) | Paris | 2005 - 2006

- Creation and Development of communication tools for Key accounts
 - Design and implementation of digital marketing tools
 - Creation and design of 360° print / digital campaigns.
- Clients: LCL, Hédiard, SNCF, RENAULT, Courtepaille, Thomas Cook*

ART DIRECTOR & SHAREHOLDER

Legendes Multimedia | Paris | 1999 - 2005

- Design research, Creative direction & team management
 - Implemented and coordinated new business strategies
 - Company development and strategic partnerships
 - Client and fabrication service manager
- Clients: AASSET SECURITY, ADT, Ariane Espace, Lexon, Gilson, Européene de Spectacle, Romain Affelou, Dainese, Gugliotta Conseil, Delifrance, Radio FG, Biotribune, ...*