



**CHARLES-ELIE  
CHAUVAUX**

## ASSOCIATE CREATIVE DIRECTOR *Art*

15 years of uninterrupted agency experience. I've led 360° campaigns across digital, social, film, print, POS and activation, taking work from concept to final production. I've partnered with clients across multiple industries, bringing strong storytelling and a hands-on mindset to every project. I care deeply about concept and detail. And I put a strong emphasis on being someone clients and teams can trust to take things all the way, the right way.

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[bycharleselie.com](http://bycharleselie.com)

Green Card holder  
French native  
Fluent in English

LinkedIn [@charleschauvaux](https://www.linkedin.com/in/charleschauvaux)  
Instagram [@charleselie\\_](https://www.instagram.com/charleselie_)

## EXPERIENCE

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- BBDO** *Senior Art Director*

Developing concepts and ideas, leading ideation, client presentations, and supervising final execution.  
Principal clients: Mercedes, Baloise (Insurance), TotalEnergies, Belfius (Banking), National Lottery.

2022 - 2025
- PUBLICIS GROUPE** *Senior Art Director*

Developing concepts and ideas, leading ideation, client presentations, and supervising final execution.  
Principal clients: Mercedes, BNP Paribas Fortis (banking), Jeep, Knorr, Carrefour, Orange.

2019 - 2022
- LEO BURNETT** *Senior Art Director*

Developing concepts and ideas, leading ideation, client presentations, and supervising final execution.  
Principal clients: Belfius (banking), Jeep, Think Pink, P&G brands.

2018 - 2019
- FAMOUSGREY (NOW AKQA)** *Creative (AD, Copy)*

Developing concepts and ideas, leading ideation, supervising final execution.  
Principal clients: Engie, National Railway, Volvo, De Tijd (newspaper)

2017 - 2018
- PUBLICIS** *Creative (AD, Copy)*

Developing concepts and ideas, leading ideation, supervising final execution.  
Principal clients: Engie, National Railway, Volvo, De Tijd (newspaper)

2014 - 2017
- HAVAS** *Junior Copywriter*

Developing concepts and ideas, writing french copy, supervising final execution.  
Principal clients: ING (banking), Peugeot, Citroen, Côte d'Or (Chocolate), National Railway.

2010 - 2014

## EDUCATION

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- CAD** *College of Advertising and Design, Brussels, Belgium.*

Bachelor's degree and Master's degree in Art Direction and Copywriting.

2006 - 2010

## SKILLS

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- Concept development (360°)
- Strategic thinking and creative problem-solving
- Film & photo direction
- Wide variety of AI tools (photo and video)
- Adobe Creative Suite: Photoshop, Illustrator, InDesign
- Wix, Capcut, Figma.
- Client presentations & pitches
- Motion & video supervision

## AWARDS

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- The Plaster Portrait:** 2x Bronze at Creative Belgium, 2x Shortlisted at Eurobest.
- ChatGPT Billboard:** 2x Gold, 1x Silver at Creative Belgium.
- The Safety Jacket:** 1x Gold at Creative Belgium.
- The Bitch:** 1x Bronze at Creative Belgium.
- Interrail:** 1x Shortlisted Cannes Lions, Most Contagious, 1x Silver at Eurobest, 2x Silver & 1x Bronze at Creative Belgium, 1x Silver at Kinsale Sharks Awards.