

JÉRÉMIE GRANDSENNE

FOUNDER, CREATIVE DIRECTOR, CONTENT STRATEGIST, BRAND MARKETING COLLABORATOR & WRITER BLOCKCHAIN AND ARTS EXPERT

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EXECUTIVE SUMMARY

Multidisciplinary Blockchain & Arts Expert with 10 years of creative leadership and a decade in marketing.

Trusted by ConsenSys, Google, Vogue, Netflix, Chanel.

Founder and Director of projects blending innovation, strategic brand storytelling, creative excellence, and impeccable campaign execution.

Hands-on and fast, bold, humble and collaborative, decisive and articulate, I've led and inspired 200 talents worldwide, and organically scaled x100 the audience of a fully self-managed niche art project.

As an artist, I also had my work exhibited at Art Basel Paris.

PROFESSIONAL EXPERIENCE

Project Founder, Director & Manager

- **DAOCapital – Co-Founder, Co-Manager & Analyst** Decentralized, 09/2020–03/2021
Co-founded a crypto seed investment and counseling DAO, supported 40 projects on storytelling and brand marketing.
- **IWantToBuyArt.com – Founder & CEO** Paris FR, 01/2015–06/2017
Led an art marketplace, defined storytelling and brand marketing, designed UX/UI, wrote public and social content, managed team coordination, and handled a wide range of day-to-day operations.
- **La Forêt Sans Nom, furtive gallery – Founder, Director, Manager** Paris FR, Leipzig DE, Sendai JP, Seoul KR, 11/2008–01/2013
Led artistic projects (exhibitions, digital, charity), scaled audience from 20 to 2,000. Secured 4 sponsors in Europe and Japan, managed 100 artists in 15 countries, event organization and spatial design, website design, marketing campaigns.
- **Songs of Joy & Happiness / SOJAH – Founder & Director** Nice FR, 06/2006–10/2007
Directed, designed and fully managed a free digital review of art, 4 issues in PDF and in HTML/CSS, 800 readers.

Blockchain

- **Independent – Cryptocurrencies Researcher, Investor and Trader** DeFi and early-stage projects 2017–2022
- **Fetch.ai – Researcher, Technical Liaison & Writer, Marketing Collaborator** Cambridge UK, 03–08/2021
Bridged the dev and marketing teams, contributed to brand marketing and campaigns, wrote educational marketing content.
- **Soramitsu – Researcher, Writer, Marketing Collaborator** Tokyo JP, 07/2019–09/2020
Authored research and recommendation reports, contributed to brand marketing, wrote marketing and technical content.
- **ConsenSys – Content Manager, Researcher, Author** Paris FR, Brussels BE, 03/2018–12/2019
– Defined and managed the social presence of the EU Blockchain Observatory & Forum, led by ConsenSys for the European Commission. Curated content matching the Observatory's voice, positioning and audience, with full editorial autonomy.
– Conducted research, interviewed experts, contributed to and authored reports.
- **CryptoEconomics Lab – Brand Marketing Technical Writer** Tokyo JP, 03–04/2019
- **FreeCodeCamp / OmiseGO – Technical Educative Author** San Francisco CA, US, Tokyo JP, Bangkok TH, 11/2017
Wrote an in-depth article on OmiseGO, making complex blockchain and fintech notions accessible to a non-tech audience
Published by FreeCodeCamp (500k followers), translated and republished in Japanese by an OmiseGO team member.
- **Streamr – White Paper Translator** Blockchain real-time data marketplace Zug CH, 04/2018

Tech, Web Design, Social Trends, Arts, Teaching, Culture

- **Carlotta Films – Cinema Book Author** Grants: Mitsubishi, Sasakawa Franco-Japanese Foundation Paris FR, To be released
- **Art Basel Paris + 70 exhibitions – Artist, Filmmaker, AI Artist – Art galleries, museums** Paris FR, Global, 1998–Present
- **Books & Blogs – Author** 4 Books, 2 Blogs - Literature, Essay, Arts 2010–Present
- **Chanel – Social Trends Researcher, Report Author, Marketing and Content Writer** Missions Paris FR, 02/2021–03/2025
- **Gobelins – Arts History & Analysis Teacher, Motion Design Bachelor** Paris FR, 09/2024–01/2025
- **Various – Web Designer & Developer** E-shop & Portfolios - Wordpress, CMS, HTML/CSS FR, 2006–2024
- **Universal / Netflix / CBS – Songwriter** Songs at Universal, 1.2M+ streams, featured in 3 series Global, 09/2015–05/2023
- **Alizent – Marketing and Technical White Paper Author** Connected supply-chain tracking Paris FR, Houston TX, 07–09/2021
- **Auditoire – Marketing and Technical Copywriter, B2B Technical Liaison** Google, BMW... Paris FR, 01/2013–05/2016
- **PeclersParis – Trends and Innovation Research Translator** Paris FR, 01/2014–09/2016
- **Vogue – Culture Curator & Columnist** Weekly carte blanche for Vogue.fr Paris FR, 09–12/2011
- **Various magazines and reviews – Culture journalist and critic** FR, 2010–2015
- **La Fémis, Villa Arson, LISAA – Speaker, Master Degree Jury,** Cinema and Arts Schools Paris FR, Nice FR, 05/2006–06/2010
- **Museum of Fine Arts - Art Workshop Director** With disadvantaged youth Valenciennes FR, 09/2008
- **Note: Professional break** ABK School Tokyo, studying to improve my Japanese Tokyo JP, 09/2022–06/2023
- **Note: Professional break** Focusing on my artistic projects: video art, digital art, AI art, literature blog 12/2021–08/2022

EDUCATION & LANGUAGES, COMPUTER SCIENCE, TOOLS

- **Master in Arts** Villa Arson, Nice FR, 2007
- **Master in Literature** Félicitations du Jury, French highest distinction above Summa cum laude Paris VII, Paris FR, 2003
- **Hypokhâgne Moderne** Highly selective Humanities program Henri IV, Paris FR, 1998
- **English** Business level • **Japanese** Conversational level (JLPT N3 + 5 years in Japan) • **French** Native
- **AI Tools** Informed & proficient • **Programming** Solid fundamentals, exposure to various languages, code snippet comprehension / Skills: Basic ~ Intermediate: HTML, CSS, JS, Python, Ruby, Terminal, Libraries, Github