

Clément Fertil

AI CREATIVE TECHNOLOGIST

Generative AI · Creative Systems · Performance Creative

Remote-first · Based in France · Open to relocation

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AI-native creative producer. I ship **studio-quality advertising** — static, motion, AI UGC, editorial, and the **landing page it converts on** — behind a **production system** that holds quality at volume. I run the full chain end to end (research → image → video → edit → delivery) the way an agency would, at the speed of one person.

A 30-asset static campaign, one locked art direction — shipped in 24h. QC-passed. What an agency takes two weeks to do.

WHAT I DO

Advertising	AI Advertising Static & motion ads from concept to final — multi-angle creative mapped to the funnel.
Production	AI Content Production AI UGC and social-first video, produced at volume with a consistent look and pacing.
Direction	Creative Direction Art direction, reference reverse-engineering, and taste codified into rules — not vibes.
Research	Creative Research Trend & format mining, ad teardowns, and outlier analysis to source what actually works.
Systems	AI Production Workflows Multi-engine pipelines, QC systems, and agent/MCP tooling that make output repeatable.

SELECTED WORK — 29 CREATIVE ASSETS SHIPPED

Static, motion & UGC batches in **24h** · a full editorial campaign in **72h**.

- **Static Ads (12)** — 12-format campaign from a single locked art direction, QC-passed.
- **Motion Ads (04)** — one-shot generative product spots, no talking head.
- **AI UGC (06)** — creator-style video for EN-market DTC: mirror talk, unboxing, in-use.
- **Editorial Campaigns (07)** — brand-world campaigns (Oakley eyewear series): one film + 10–15 coherent images.
- Full portfolio → [behance.net/lyralyrastudio](https://www.behance.net/lyralyrastudio)

CLIENT WORK — SHIPPED TO PRODUCTION

Landing pages in **48h** · full custom sites (AI photography + video) in **2–5 days**.

2026	Cuvée Noire — cuveenoire.com Coffee roaster, 7 locations (Paris + Boulogne) 11-page editorial website — reverse-engineered a premium reference, built & migrated the domain without breaking their email.
2026	L'AccrocheCœur — laccrochecoeur.fr Boutique hotel, 5 rooms, Saint-Malo Bilingual FR/EN redesign with clean SEO migration — 36x 301 redirects , booking integration.

CURRENTLY BUILDING

2026

Lagusprod — Nantes

Video studio (clients incl. Thales, SNCF, Orange)

Portfolio site — 23 integrated films, 3D showcase carousel.

2026

Gaëlle Pinel Studio — gaelle-pinel-brief.vercel.app

Interior architecture studio, Rennes

Portfolio & e-commerce site — 21 projects, product shop.

EXPERIENCE

Jan 2026 — Now

Founder · AI Creative Producer

LYRA Studio — solo AI-native creative studio

Generative advertising, brand websites, and the production tooling behind them — a full image→video→edit→ship pipeline with a 0-1-2 QC discipline and reusable systems across every deliverable.

2020 — 2025

Client-facing roles — hospitality & retail

Iris Galerie · La Bodega'zh · Eneixia — Saint-Malo / Paris

Sales, front-of-house, and concierge — client-relations groundwork before going full-time on LYRA.

HOW I WORK

- **System over tools.** The models are commodities everyone has — the value is the harness: the gates, a 0-1-2 QC rubric, and knowing the dozen ways generative output breaks, and dodging them.
 - **Consistency at volume.** One locked art direction held across a full campaign — the thing almost no one keeps stable in generative AI.
 - **Ship without breaking.** QC at every step, reproducible multi-engine workflows, delivery on a real deadline.
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AI STACK

Claude Code + MCP · GPT Image · Nano Banana · Soul 2.0 · Seedance · Kling · Veo · Wan · Higgsfield · ElevenLabs · Remotion · Apify · Git

Open to remote roles & contract work — creative teams, agencies, AI-native studios. clement.tilfer@gmail.com