



# XAVIER FALTOT

**LIVING CULTURE.  
MAKING MEDIA**

**SENIOR CREATIVE · MEDIA DIRECTOR  
AI WORKFLOWS · COMMUNITIES**

## **SENIOR CREATIVE, MEDIA DIRECTOR & PRODUCER FREELANCE, FALTOT EURL (BERLIN / PARIS) // 2016 – PRESENT**

- **Creative Strategy & Content Production:** Conceptualize and produce high-impact social multimedia, brand content, and digital strategies for global clients including Zalando, L'Oréal, Sephora, VEJA, Ligne Roset, CINNA, and Vanity Fair.

- **AI & Workflows:** Design and deploy operational digital marketing strategies, integrating advanced AI tools into video/audio/software creative processes.

- **Current Projects (2025-2026):** Authoring MAISON FLUID, an essay on fluid parenting, and creator/performer of Zuper Wok, an experimental live radio show on Cashmere Radio.

## **FOUNDER, CONTENT LEAD & RADIO HOST (PARIS) // 2008 – 2016**

- **Media Entrepreneurship:** Founded and managed an influential web radio station, spearheading marketing strategy, audience growth, and multi-channel content visibility.

- **Team Leadership:** Managed a team of 40+ hosts and oversaw the production of 35+ concurrent shows across audio, video, and live event formats.

## **BRAND CONTENT CREATIVE, MANAGER & PRODUCER | LEG ADVERTISING AGENCY (HAVAS GROUP) // 2007 – 2015**

- **Campaign Conception:** Led creative direction, cross-media storytelling, and production for major international and national accounts, including Nike, Eurostar, SFR, Playtex, Martel, and Ligne Roset.

- **Account & Project Management:** Pitched concepts to C-level clients, managed production budgets, and coordinated creative teams from brief to final delivery.

## **TV JOURNALIST, FILMMAKER & CONTENT CREATOR | MAJOR FRENCH TV NETWORKS // 2000 – 2018**

- **Documentary & Cultural Reporting:** Directed, filmed, edited, and provided voice-overs for premium cultural and societal television programs.

- **Key Broadcasters & Shows:** France Télévisions (2018): DOP and Journalist for the arts and culture show Stupéfiant! Canal+ (2002 – 2015): Director/Journalist for Le Supplément, La mode, la mode, la mode, and La Matinale. Arte (2001 – 2005): Content creator for the alternative subculture program Tracks. M6 (2000 – 2004): Journalist to the reference advertising culture show Culture Pub.

## **PRINT/ONLINE JOURNALIST | VARIOUS MEDIA OUTLETS (1999–PRESENT)**

- **Editorial Strategy:** Contributed cultural, lifestyle, and society features to notable print and online publications including Technikart, Blast, Beaux Arts Magazine, Nouvel Obs, and Usbek & Rica.

## **ART & MULTIMEDIA (1999–PRESENT)**

International exhibitions, live video performances (Sundance, Paris, Palais de Tokyo, Tunis, Berlin, Sao Paulo) and VJing. Full artistic portfolio available on [toutvabiensepasser.com](https://toutvabiensepasser.com).

## **CONTACT**

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## **ABOUT ME**

Date of birth: 25 July 1978  
French citizen

## **SKILLS**

**Brand & Culture**  
Brand Strategy  
Editorial Systems  
Community Building  
Cultural Research

**Content & Media**  
Audio  
Video  
Radio  
Journalism  
Storytelling

**Creative Technology**  
AI Workflows  
Generative Media  
Creative Systems Design

**Marketing & Growth**  
Digital Content Strategy  
Social Media Audience Engagement  
Brand Storytelling  
Performance-Driven Content

## **LANGUAGES**

French ●●●●●●●●  
(Native Speaker)  
English ●●●●●●●●  
German B1+ ●●●●●●●●  
(25/05/26)

## **ÉDUCATION**

1993  
Essex School / Colchester, UK  
Oral English Diploma

1997 - 1999  
Studio École de France / Radio  
Production, Hosting, Journalism

2024  
Designing and Deploying an  
Operational Digital Marketing  
Strategy.  
RNCP36401(2024)

## **PASSIONS**

Radio  
Dance  
Street Culture  
Contemporary Art  
New Technologies  
Urban Culture  
Ecosophy