

FANNY CHABOT

Brand strategist & narrative architect

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OVERVIEW

With a strong background in marketing and communications agencies before co-founding Folk, I've had the opportunity to guide and support strategy teams while honing my ability to turn data, insights, and opportunities into brand narratives that resonate and deliver impact.

EXPERIENCE

Brand Strategy and Story Consultant 03/2024
strategies.studio Montreal

Helping organizations better connect with people through powerful brand narratives.

Founder & Executive Vice-President, Brand Strategy 09/2015 - 03/2024
Folk Montreal

Folk is a brand strategy consultancy inspired by people's cultures and aspirations. Since 2022, it's part of the Canadian collective [Tadiem](#), a framework for forward thinking.

- Developed and led new brand strategy for Orchestre Métropolitain, Export Development Canada, HEC Montréal and Nature Conservancy of Canada (among others), improving their brand health, industry reputation and corporate results.
- Managed and fostered productive collaboration among a diverse team of experts in visual and verbal identity, content strategy, and integrated campaigns.
- Conducted diverse consumer research to help our clients understand and better connect with diverse demographics and identify untapped opportunities.

Brand & Innovation Strategy Consultant 09/2014 - 09/2015
Independent Montreal

Solving the brand challenges of Canadian organizations while building an unconventional brand strategy consultancy in Montreal.

Strategic Planning Director 08/2009 - 09/2014
TAXI Montreal

A Communications and Advertising Agency. Responsible for managing a team of strategists and the strategic direction of key North American brands including Bombardier, Campbell's, Canadian Labour Congress, Microsoft Canada, and Reitmans.

EDUCATION

Master's degree in marketing and communication strategies 2002 - 2004
CELSA, Université Paris-Sorbonne Paris, France

Bachelor's Degree in Multimedia: design and development 1999 - 2002
Université Bordeaux Montaigne Bordeaux, France



STRENGTHS

★ **The ability to craft simple stories**

Complexity comes effortlessly; simplicity requires work.

♥ **And a passion for engaging people**

My few years of theater practice have taught me how to connect with people through emotion.

ACHIEVEMENTS

Entrepreneurship

Successfully launched one of the first brand consulting firms in MTL.

Cultural Adaptability

Moved to France to get my undergraduate and graduate degrees and start my career.

Networking Building

Developed a whole network across Canada after 9 years in France.

Supporting Canadian Brands

Helped more than 50 Canadian brands become more competitive and achieve their goals.

SKILLS

Brand Building · Communications ·

Team Leadership · Collaboration ·

Data & Analysis · Strategic Thinking

LANGUAGES

French

English