



Cédric Martinet

CREATIVE DIRECTOR · RESTAURATEUR · PHOTOGRAPHER, VIDEOGRAPHER & DESIGNER

I create the visuals, the marketing and the events that fill venues, in Bangkok and Bali.

Sixteen years in visual production, from the edit suite to the owner's table. I shoot, edit, design and run the marketing myself, so every venue I work with gets one clear vision from idea to campaign.

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TRACK RECORD

BANGKOK · MARKETING & EVENTS Pastel Ran the content, marketing and event concepts that helped make it a landmark rooftop.	BANGKOK · CREATIVE DIRECTOR Baia Bangkok Led creative, events and content for one of the city's most talked-about restaurants.	BALI · CO-OWNER Giselle Canggu Co-owner of one of the most popular restaurants in Canggu right now.	AMAZON KDP · PUBLISHER Best-seller Publisher of a best-selling self-help workbook on Amazon.
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PROFILE

Creative director and restaurateur with sixteen years in visual production. Trained in cinema at the Sorbonne and in digital editing at ESEC in Paris, I learned the craft in television, luxury and brand campaigns with FremantleMedia, PUIG and Absolut before moving into hospitality in Southeast Asia.

I cover the whole visual and marketing chain myself. I shoot photo and video, edit, retouch and design, then run the social media, paid ads and online marketing. From idea to campaign, nothing gets lost between agencies, and it all stays fast and on-brand.

That's how I worked at **Pastel**, where my content, marketing and event concepts were a big part of the venue's success, and later as creative and events director at **Baia Bangkok**. In Bali, I'm co-owner of **Giselle Canggu**. Alongside the venues, I run a small publishing business on Amazon KDP, including a best-selling self-help workbook.

The question behind everything I do is simple: does this place make people want to stay, come back, and bring their friends?

EXPERIENCE

Today	Co-Owner Giselle Canggu · Restaurant, Bali - Co-owner of one of Canggu's most popular restaurants of the moment. - Bring the brand, content and marketing know-how built at Pastel and Baia.
2025 — 2026	Creative & Events Director Baia Bangkok · Restaurant & bar - Led the venue's creative and event direction: visual identity, atmosphere and premium positioning. - Designed and ran the monthly events calendar and themed nights. - Owned content and social media end to end, from shooting and editing to publishing.
2024	Creative Director, Launch Mami Rose · The Goodtime Restaurant - Creative direction for the restaurant's opening: visual identity and launch photo & video content.

2022 – 2024

Marketing Manager → Creative Director

Pastel · Rooftop bar & Mediterranean restaurant

- Ran marketing end to end: strategy, photo & video production, editing, design, social media and online campaigns.
- Created the venue's event concepts, from signature nights to seasonal celebrations, and brought them to life.
- This content, marketing and events work played a big part in Pastel becoming one of Bangkok's landmark rooftops.
- Grew into the creative director role, shaping the brand's full visual language.

2022 – Today

ALONGSIDE

Independent Publisher

Amazon KDP · Books & workbooks

- Publisher of a best-selling self-help workbook on Amazon.
- Handle the whole chain: concept, editorial direction, cover and page design, listing and launch.

2017 – 2021

Post-Production Director

H2O Productions

- Supervised the complete post-production pipeline across a wide range of video projects.
- Managed teams of editors and coordinated with shooting crews.

2015 – 2017

Video Producer

Absolut Duty Free Americas

- Produced video content for international brand campaigns across the Americas.

2013 – 2015

Director

FremantleMedia France

- Directed audiovisual content for television.

2012 – 2013

Photographer & Videographer

PUIG

- Produced photo and video content for the brand.

2011 – 2012

Video Editor

FremantleMedia France

- Edited television programmes.

SKILLS

VISUAL PRODUCTION

Photography

Videography

Video editing & post-production

Photo retouching

Graphic design

MARKETING

Social media strategy & growth

Paid social ads

Online marketing

Content strategy

Brand identity

VENUES & LEADERSHIP

Event concepts & direction

Scenography & venue styling

Lighting & sound

Team management

Project coordination

EDUCATION

Bachelor's in Digital Video Editing

ESEC, Paris

2009 – 2011

Bachelor's in Cinema &

Audiovisual Studies

Sorbonne Université, Paris

2007 – 2009

ADDITIONAL TRAINING

Marketing Management & Event Planning

LANGUAGES

French

Native

English

Fluent