

# Portfolio

Portfolio of Manon Sarasyn





## *About me*

I'm a recent marketing graduate with a big passion for content creation and visual storytelling. I love the full creative process from developing ideas and shooting visuals to editing and shaping the final result.

With a background in marketing, I've built a solid foundation in strategy while growing the technical and creative skills to bring ideas to life.

Right now, I'm expanding my knowledge through ELLE Education's international program in fashion communication and branding, while spending a month in Paris to strengthen my French and soak up the city's creative energy.

I'm inspired by fashion, design, and modern aesthetics. My work is clean, contemporary, and always detail-driven. I believe strong visual communication can make a real impact, and that's exactly what I aim to do.

Alongside this, I'm following the Marketing Graphics program at Vives University, where I'm mastering design tools and learning how to build strong visual identities. This combination allows me to bridge strategy and creativity in a way that feels both thoughtful and visually compelling.



## *Education*

- Sint-lucas Gent (2017-2020)
- Hogent - Marketing & Communication (2022-2025)
- EF Study Abroad - intensive french language course (December 25)
- ELLE Education - Diploma in Fashion Communication & PR (Present)
- Vives Hogeschool - Marketing Graphics (Present)

## *Work experience*

- Gab Fashion - Agency / 2024: Internship
- Oscare Deerlijk / 2024-25
- Bar Mike / 2025
- Tiktok / Micro-influencer





## *Skills*

social media content  
(instagram, tiktok)

e-mail marketing

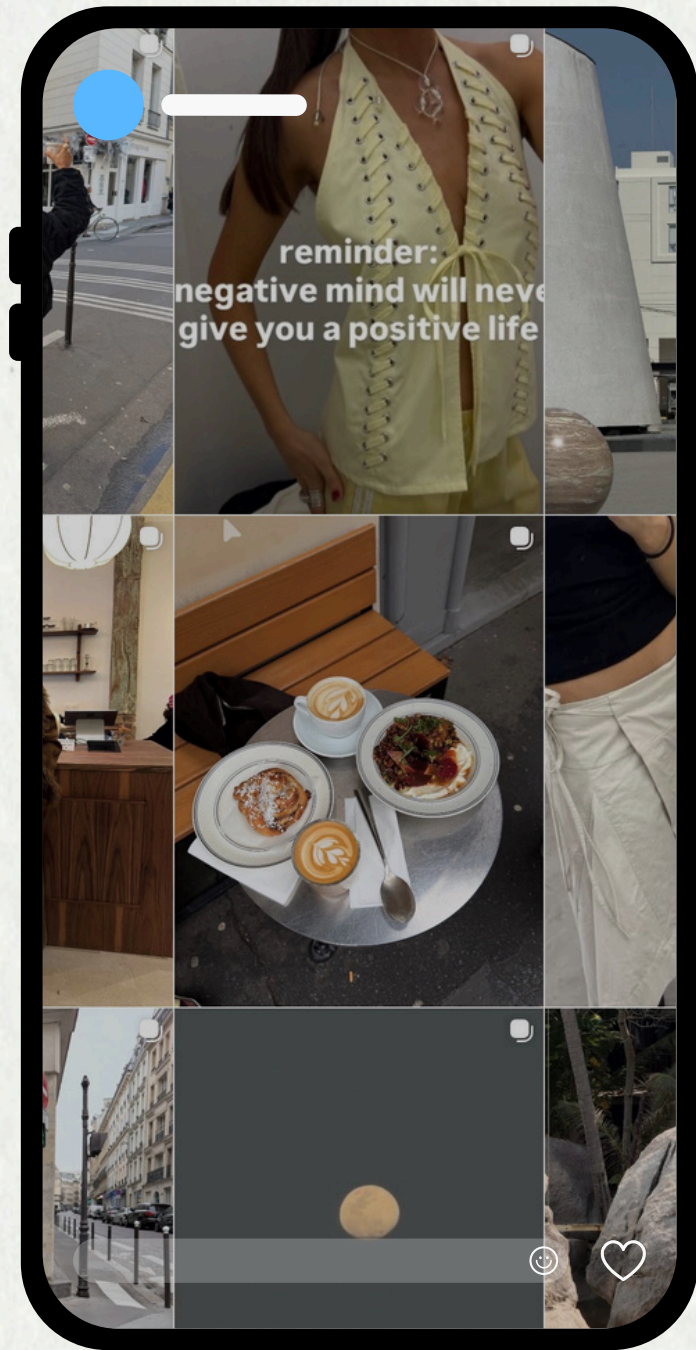
video & photo editing

branding & visuele content

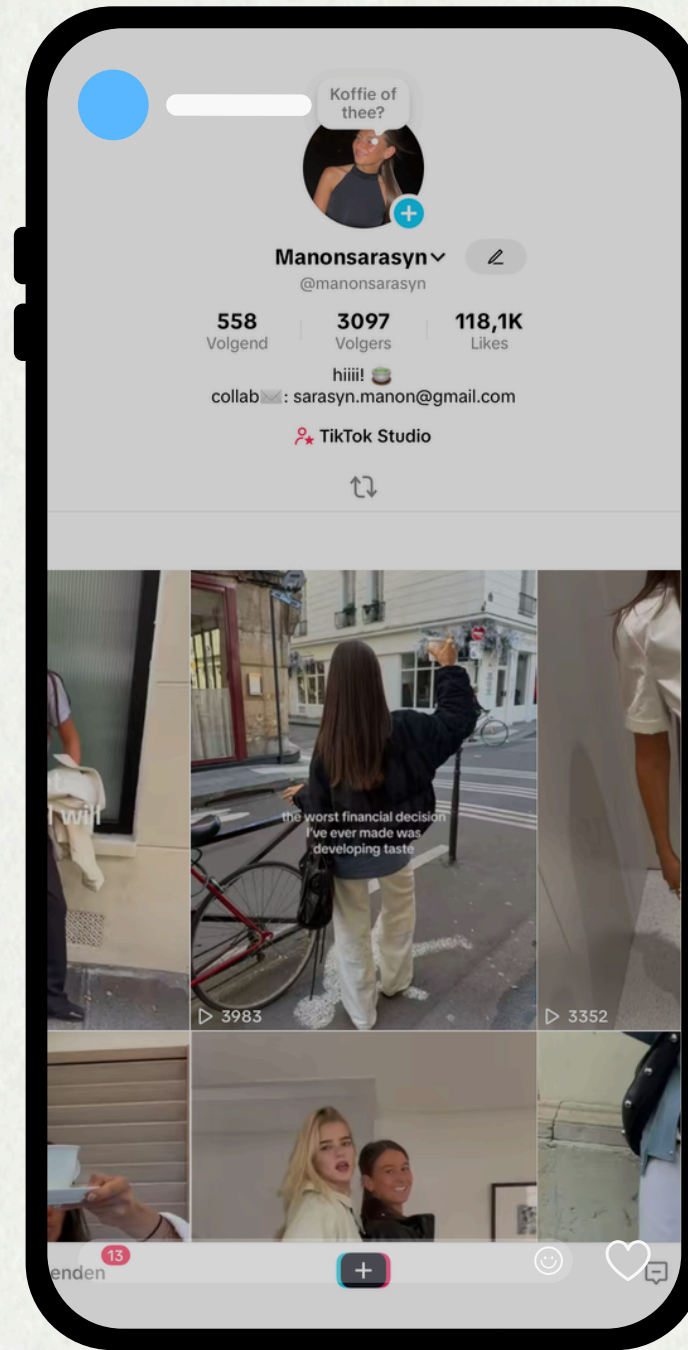




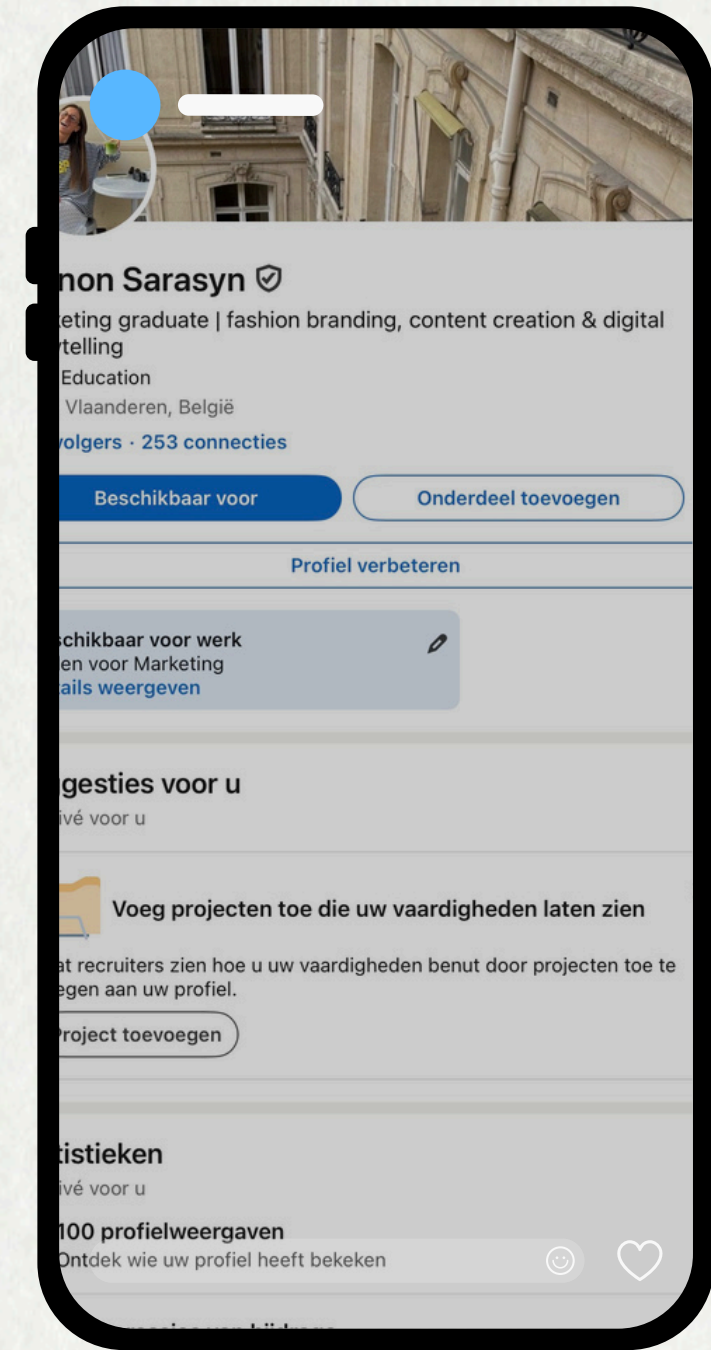
# Content kanalen



Instagram



Tiktok



Linkedin



*work*

FOR GAB  
FASHION



Together with Anonymous, I translated the new collection into a cohesive photoshoot concept with a strong visual direction.





Planned and executed my first event for  
the opening of the  
Scalpers store in Ghent.





Series of visuals I designed for GAB's  
Instagram, each inspired by and  
adapted to the trends shaping the  
moment.





# Sheer Layering

The Sheer Trend Is Getting An  
Ethereal Upgrade In 2024

*now*

fashion took an edgy turn in 2023 with the sheer craze. semi-transparent clothing took many forms over the following year, from nearly naked skirts layered over bare skin for a take on the revealing hot pants look. In 2024, the movement is rising to an even more celestial realm with a white-fabric makeover

*then*

Sheer stormed the runway in the '90s, with brands such as Calvin Klein, Prada, and Versace heralding the look as a closet must-have.

# big shoulders

2/5

Another bold 80s trend were shoulder pads, almost synonymous with 1980s fashion. Some people say that shoulder pads were a way women could visually assimilate within traditionally male-dominated fields and assert their power. Others might have just liked the androgynous styles of Madonna or Grace Jones. Whatever their purpose, shoulder pads were a fun, undeniably '80s, trend.

*now*

There's one specific feature that'll upgrade them all: the oversized shoulder.

*then*

It's a subtle nod to classic '80s style trends that showcased robust shoulder pads

# The Double Down in Denim

There's no denying it: whatever the season, fashion's obsession with denim is unwavering.

*now*

In the last half decade or so, jeans trends have come into their own, with more cuts, lengths and colours to choose from than ever

*then*

High-waisted jeans are the perfect example of a trend from the 1980s, only the style that was once considered unhip among the younger generation is now trendy among teens and young women.



## spring outfit Copenhagen



gab press

“ don’t know what to wear this spring? we got you, swipe & save these spring outfit ideas from the most fashionable cities (in our gab press eyes) “



spring outfit Paris



gab press

spring outfit Amsterdam



gab press

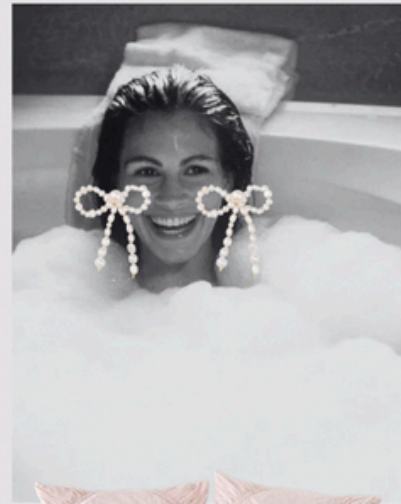
spring outfit Brussel



gab press



## lazy sunday morning



## thank you, but i'd rather stay in



## current wishlist



Handbag Aspasia



Rhodé lipcass



Face roller  
supergiant



Sweatpants  
Dolly Sports



Byredo  
blanche

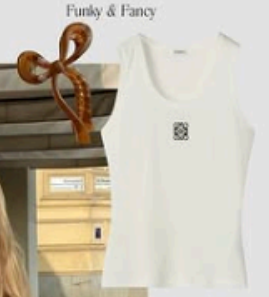


Set  
love stories

## The Closet Checklist



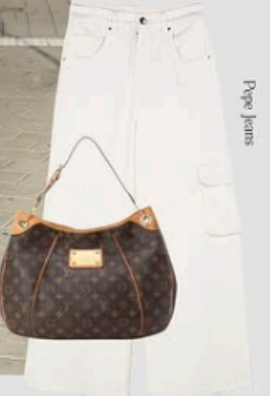
Langsam



Funky & Fancy



Cammi



Pape jeans

BLACK LEATHER JACKET, TRENCH COAT,  
WHITE TANKTOP, COWBOY BOOTS OR HAVAIANAS,  
WHITE TROUSERS, BAGGIE LIGHTWASH JEANS



**gab press**

“Closet checklist for every  
aesthetic”



*work*

FOR BAR MIKE

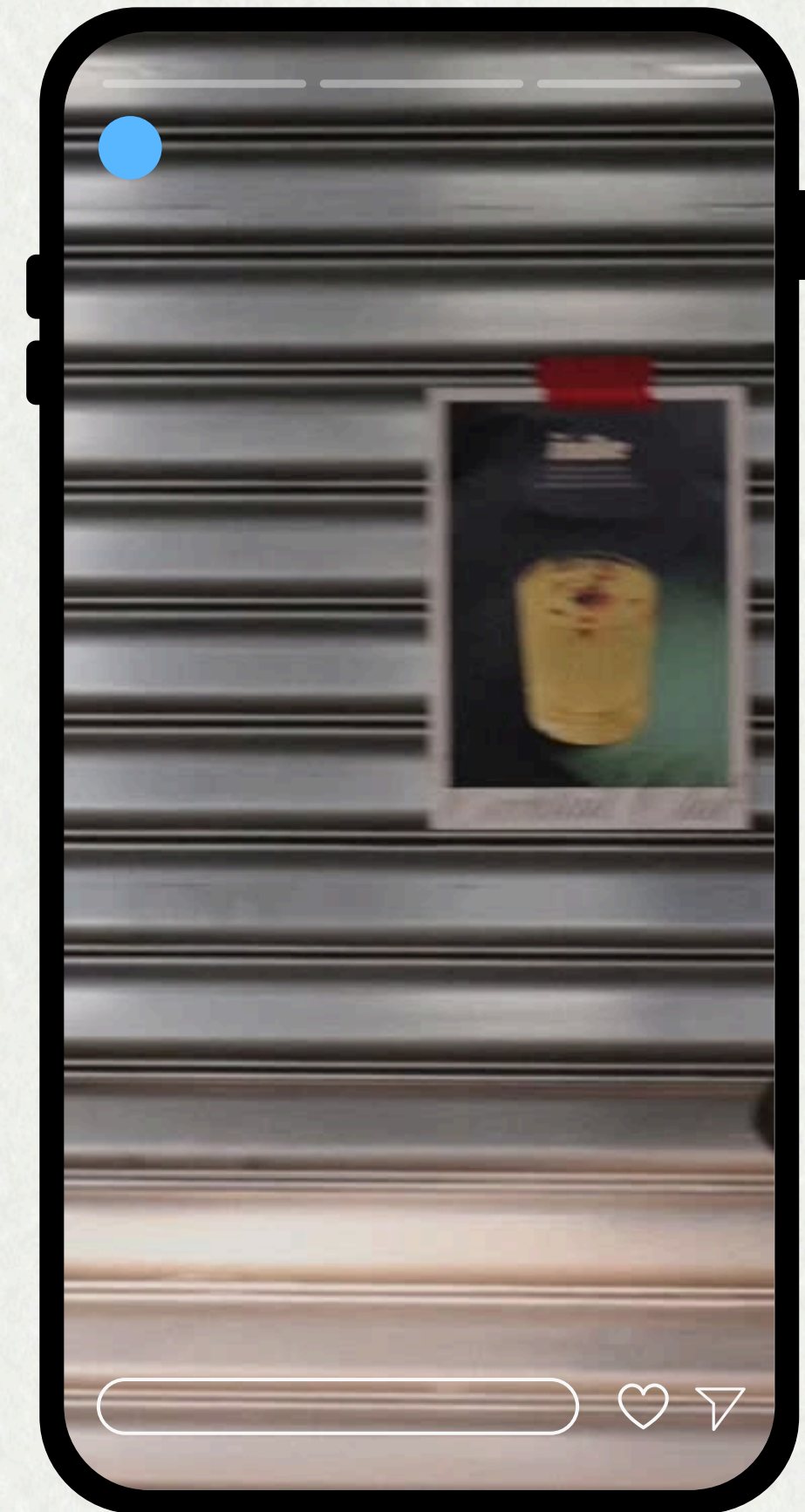


Created social content for Bar Mike, blending trend-led visuals with a refined, taste-driven aesthetic aligned with the brand.





Developed the teaser video for Bar Mike's launch, translating the gastrobar's concept into a compelling visual introduction.





*work*

FOR OSCARE

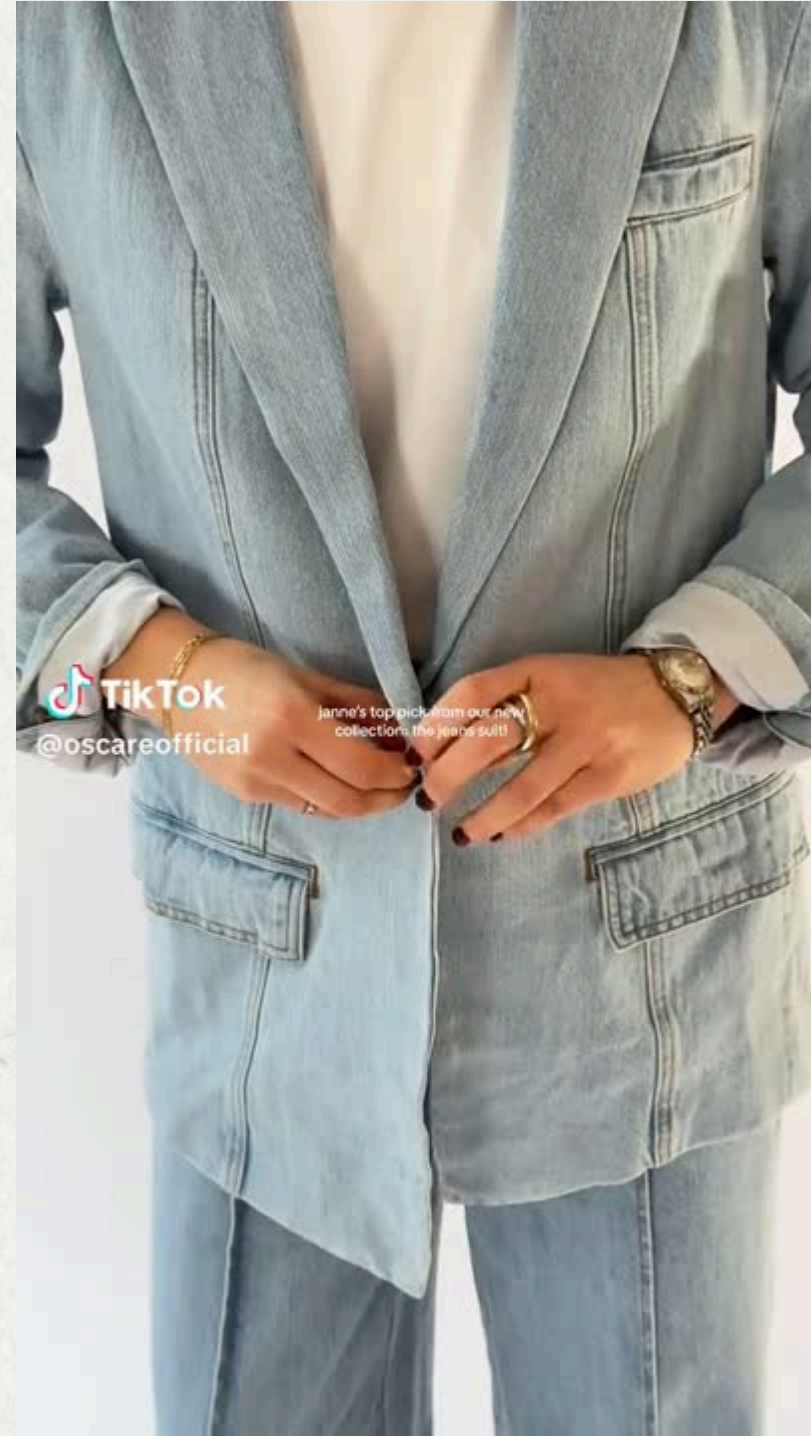


Created and designed weekly email campaigns for Oscare, translating new collections and exclusive drops into engaging, conversion-driven content





Created multiple  
TikTok videos for  
Oscare to strengthen  
their social media  
presence.



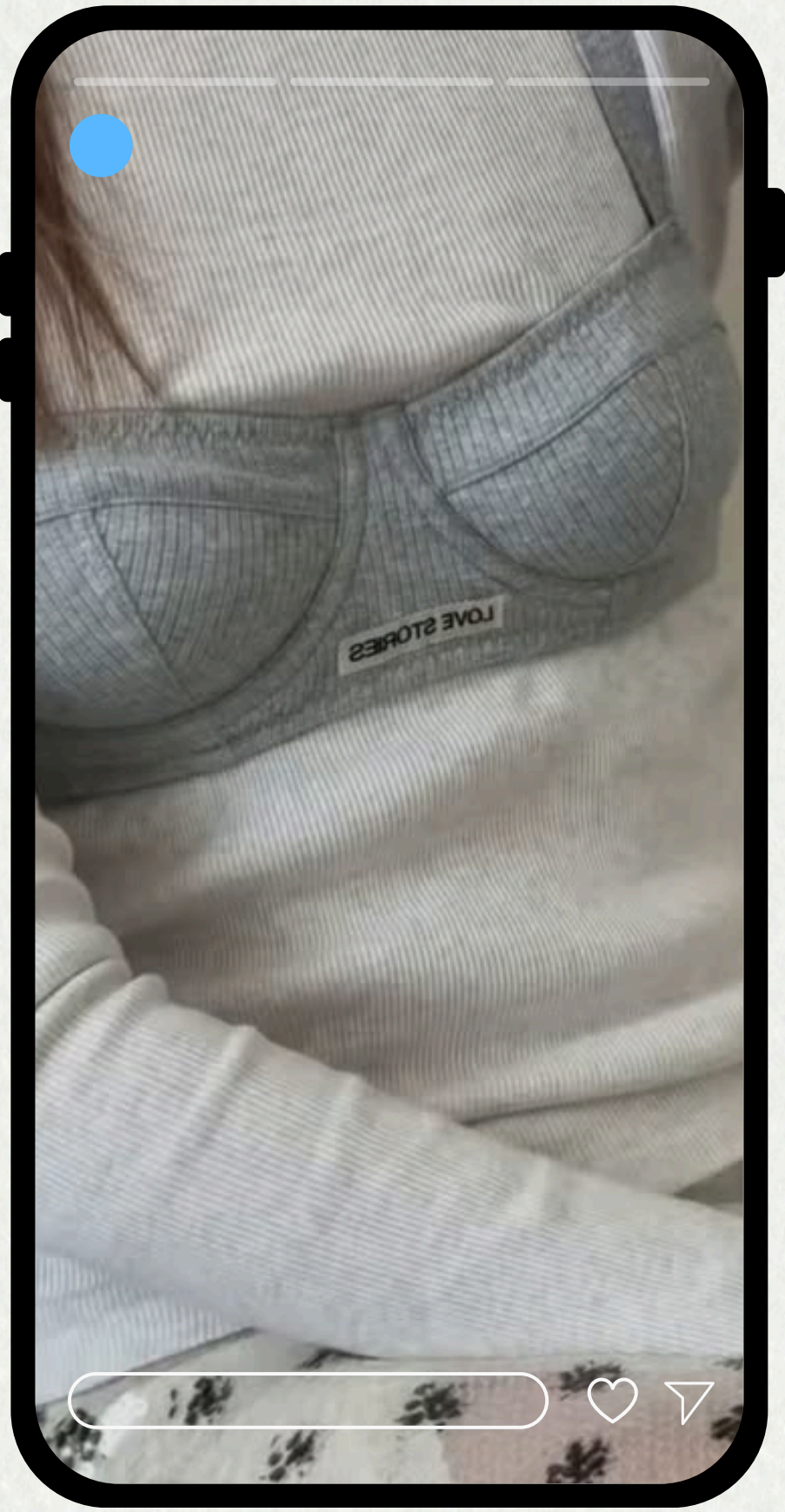


*work*

FOR TIKTOK

BRANDS;  
MARIE STELLA MARIS  
STARBUCKS  
THE REMEDY  
LABORATORIES  
VITAKRUID  
NOTED ANTWERP  
ALPRO



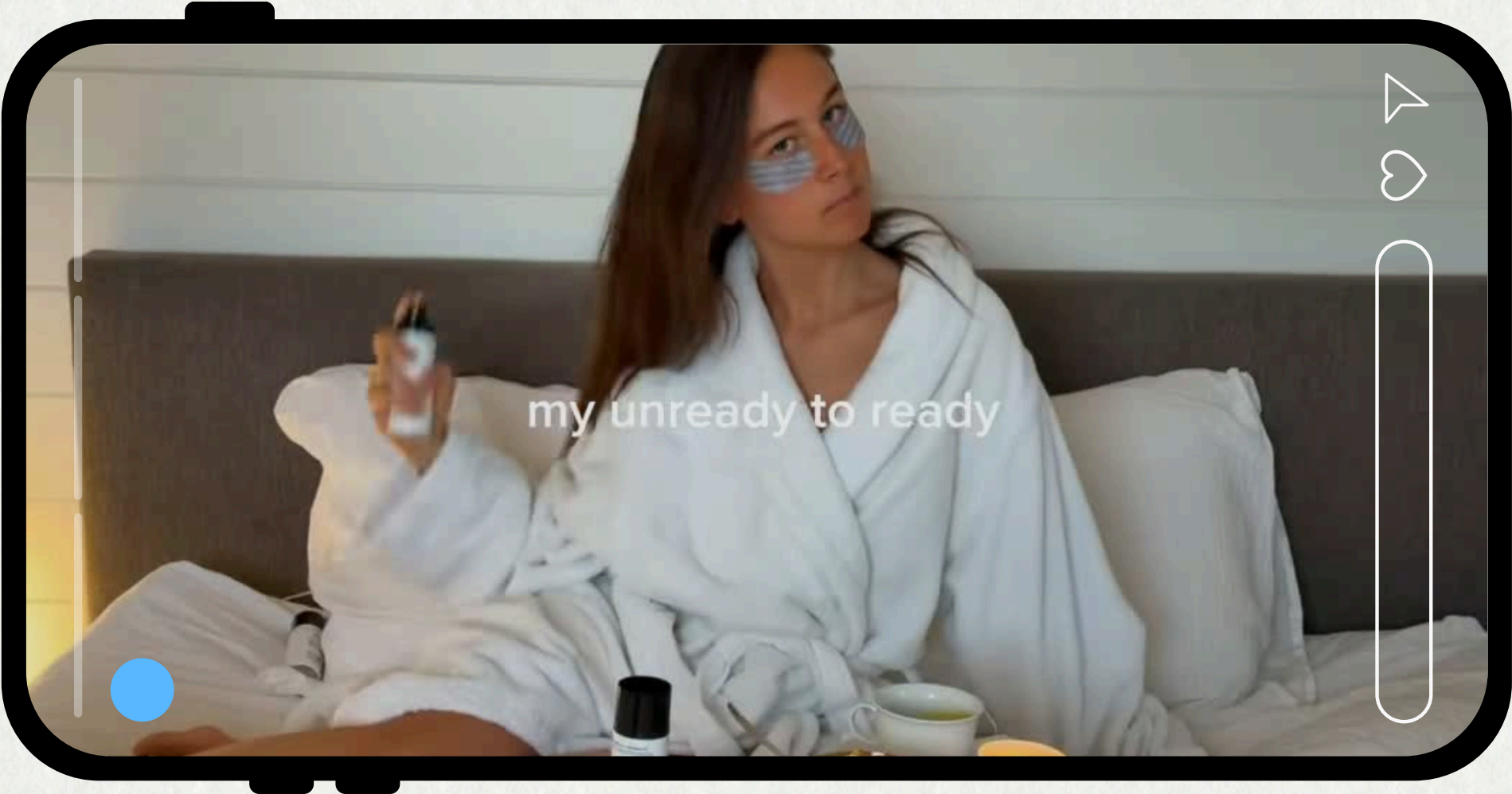




creation for Stella Maris







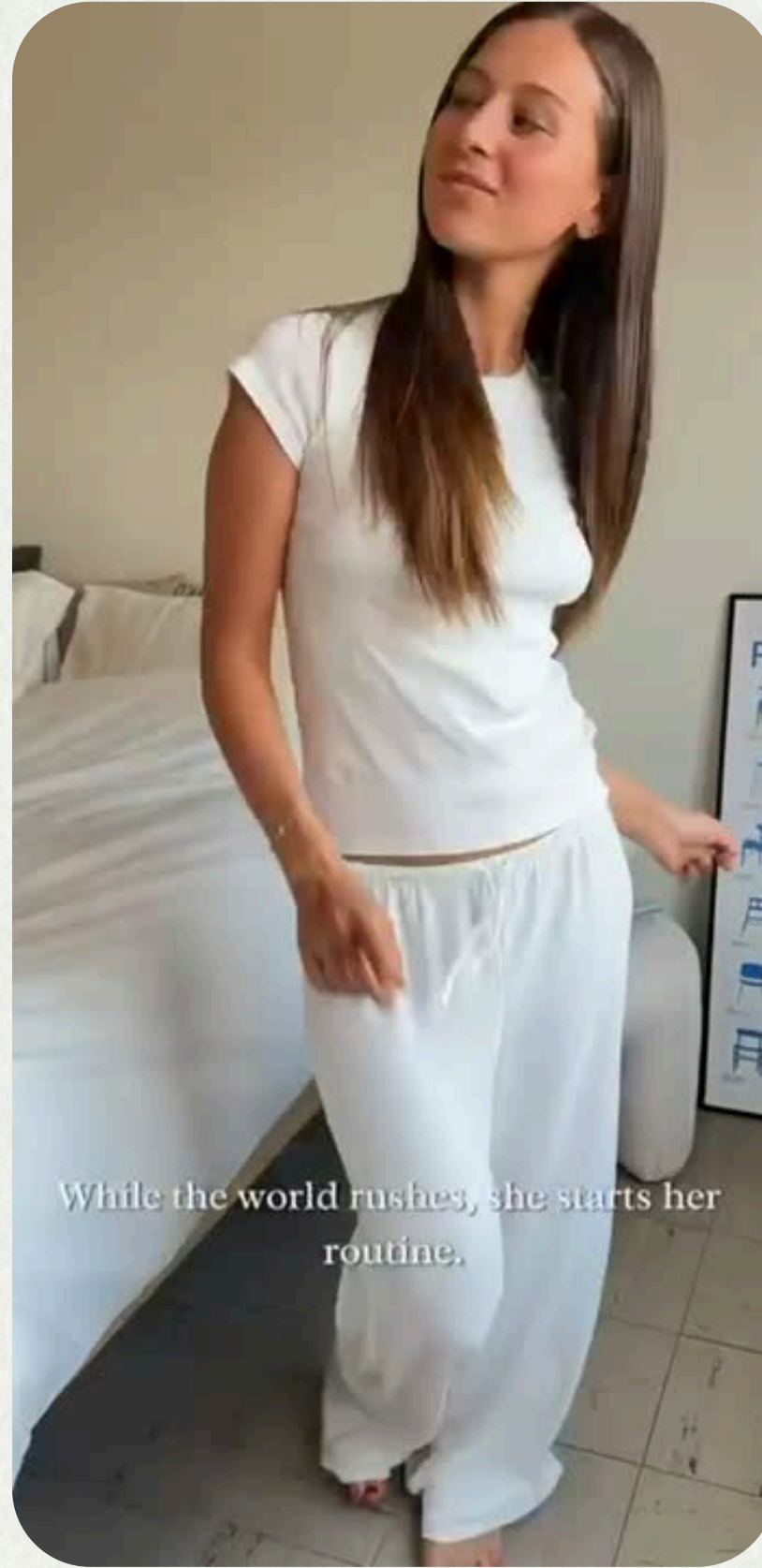


creation for Marie Stella Maris



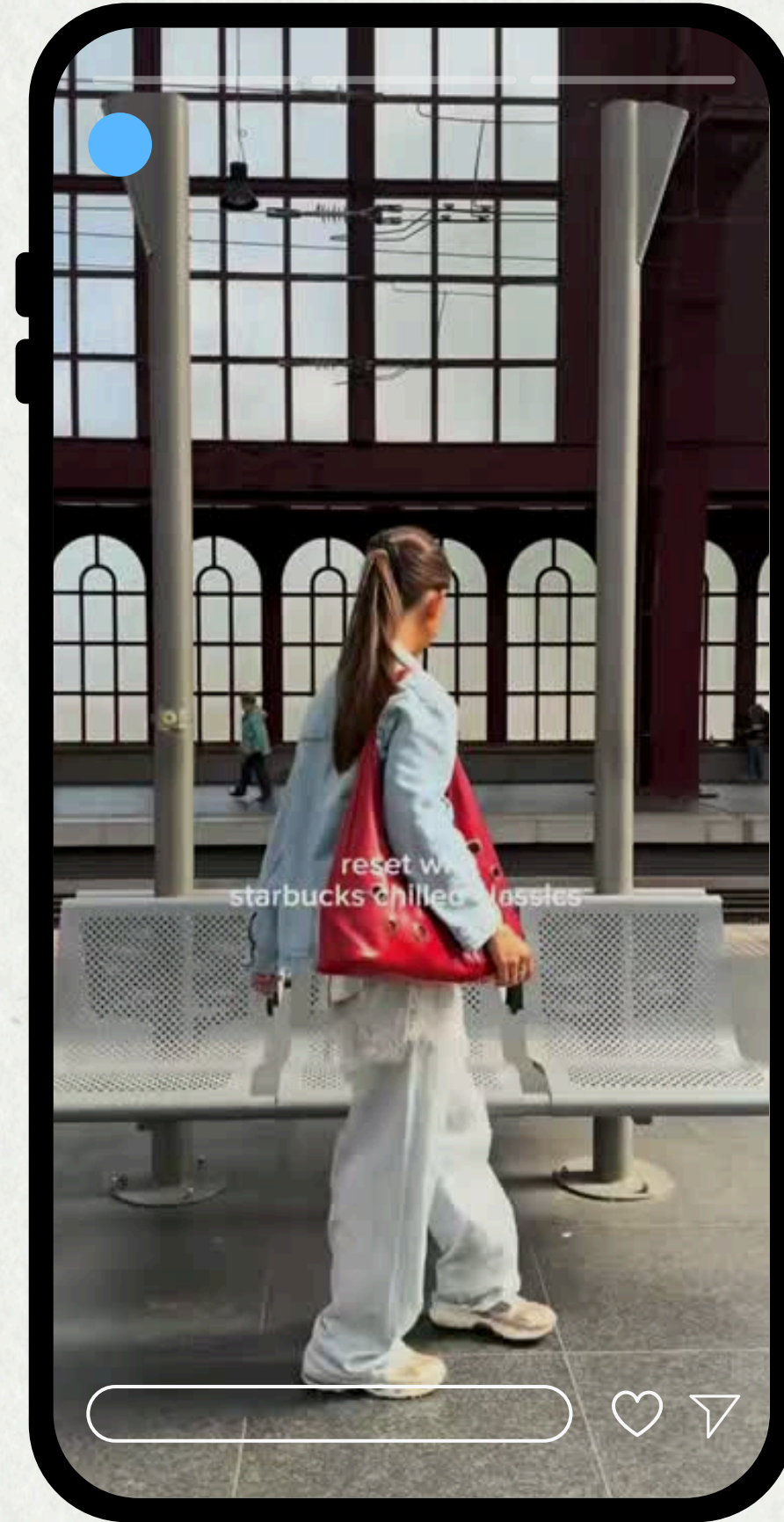
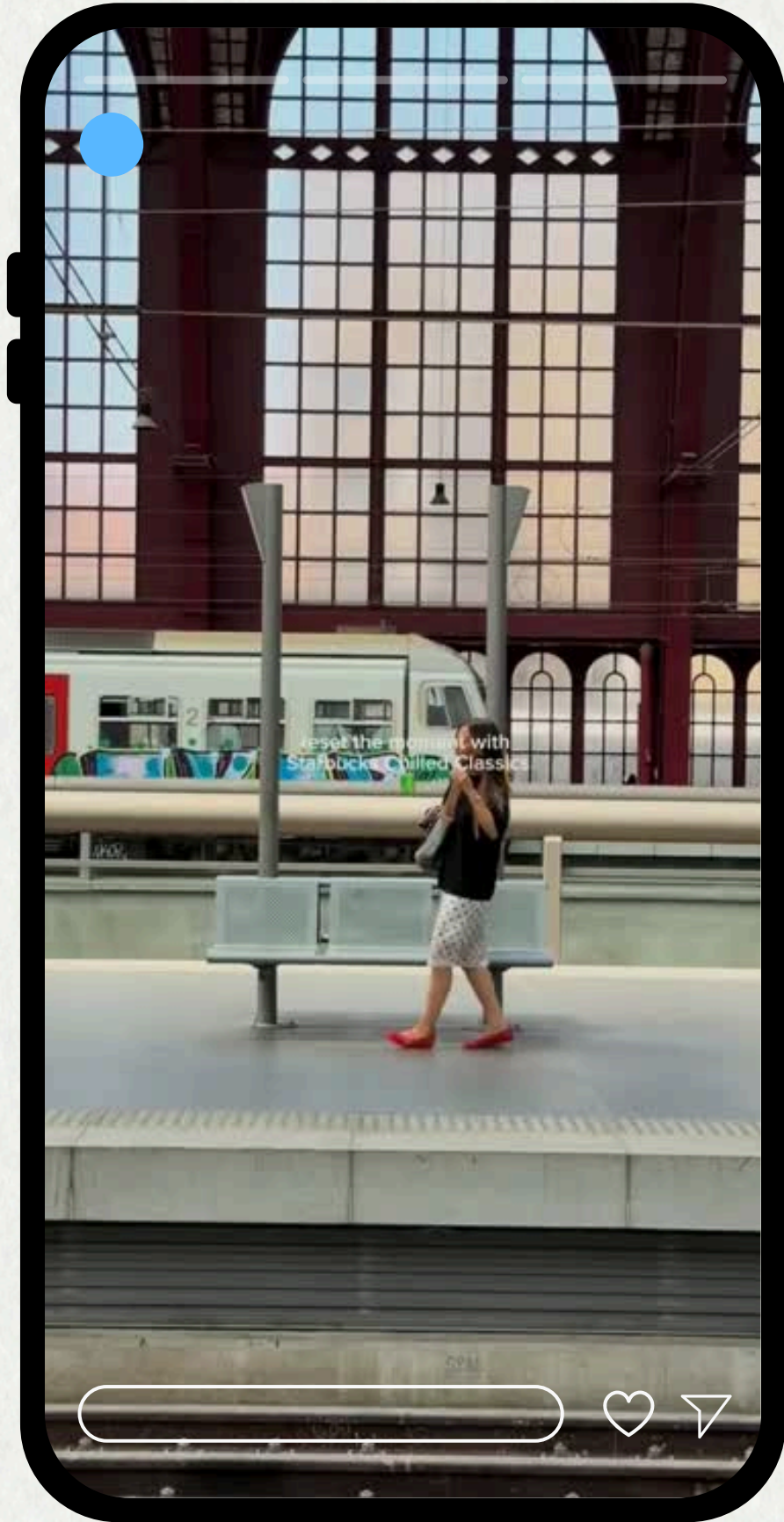


creation for Marie Stella Maris



While the world rushes, she starts her  
routine.

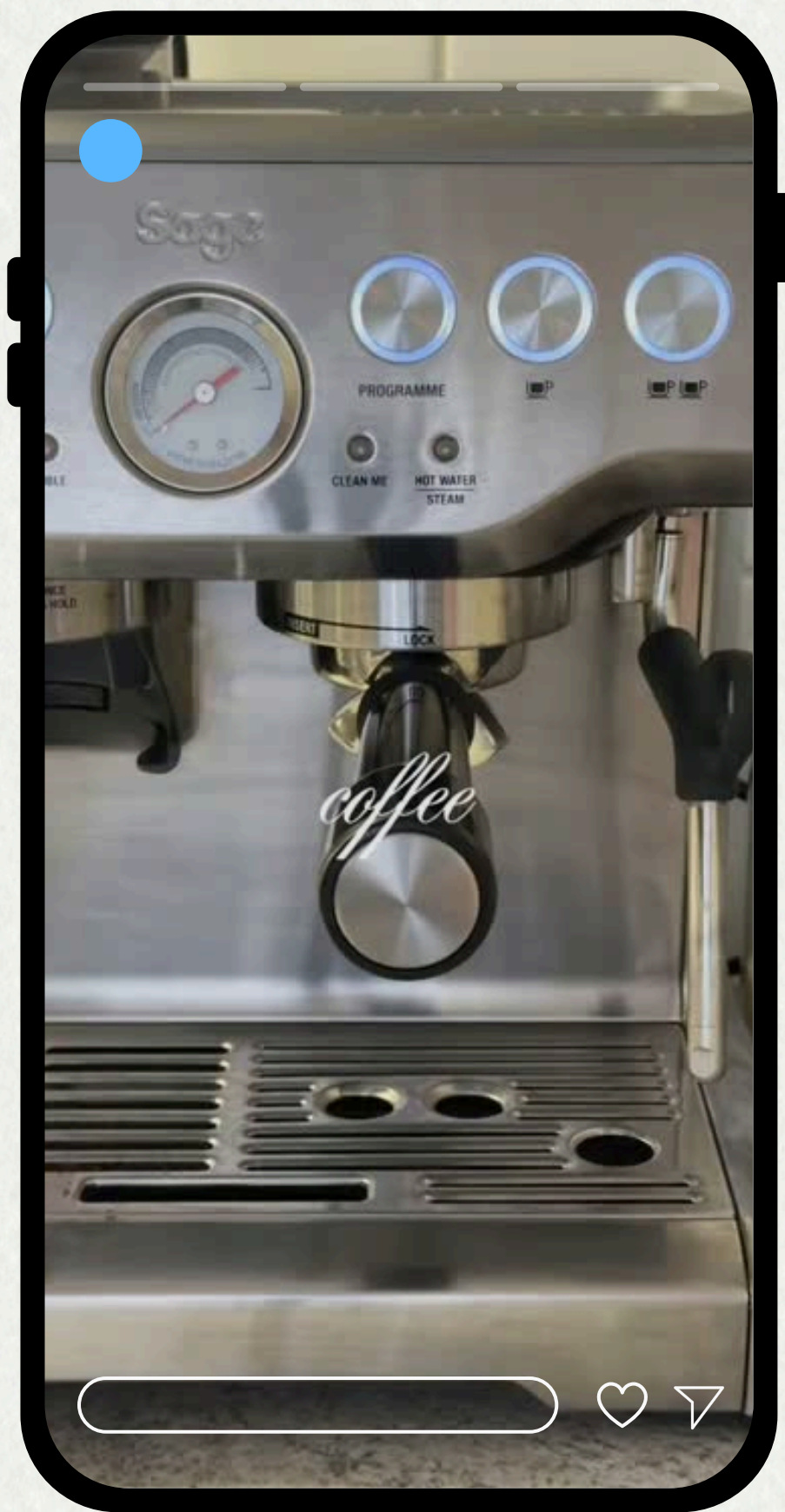




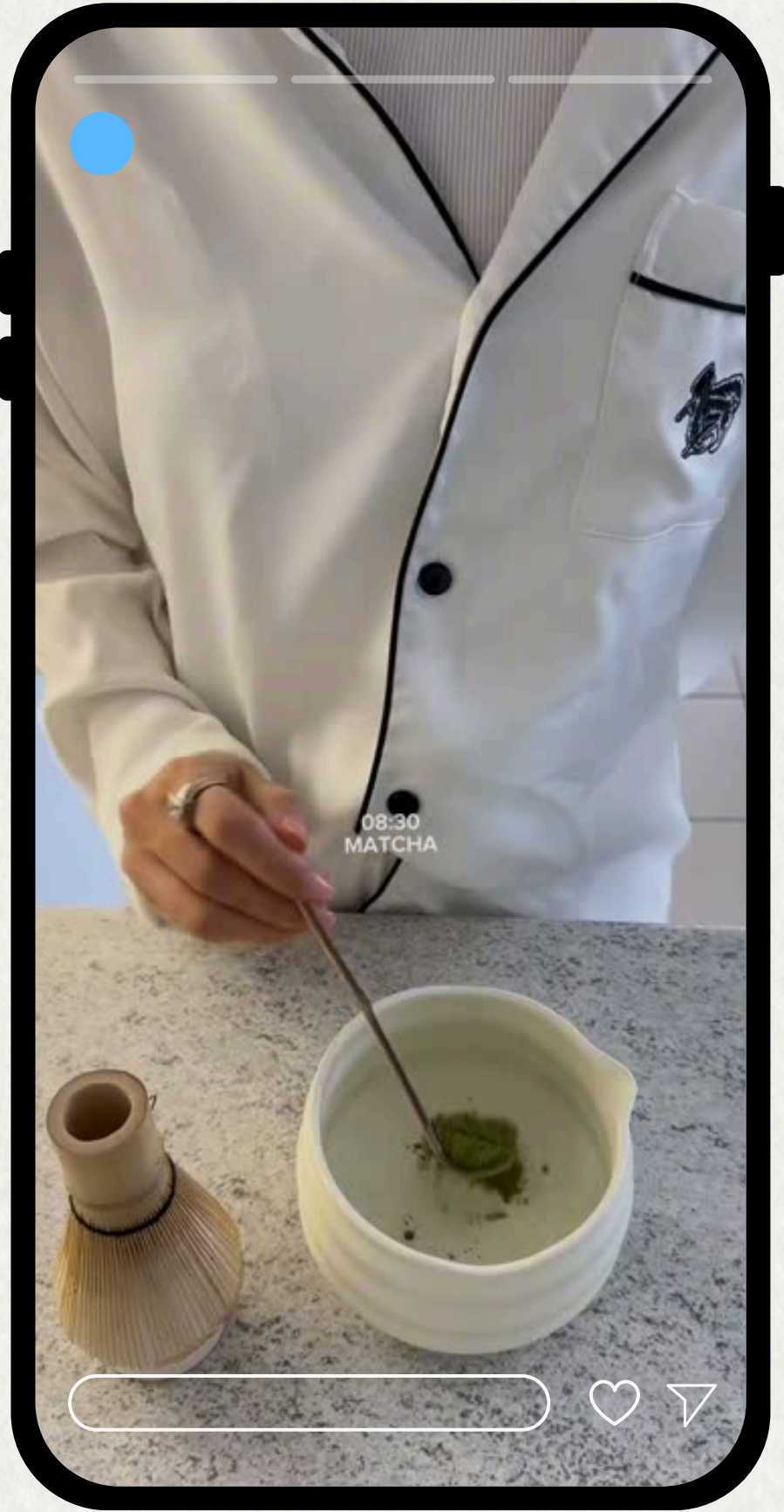












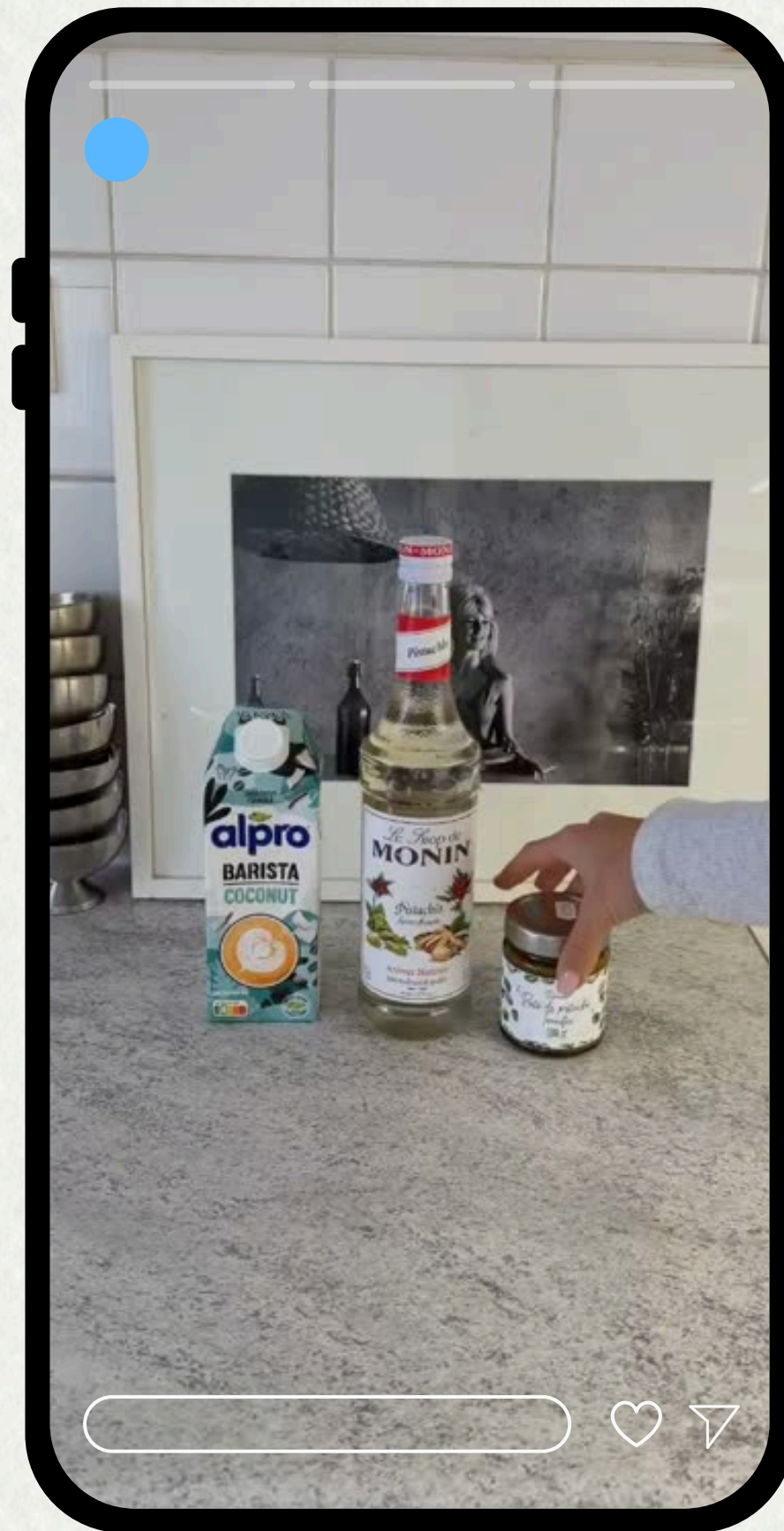


creation for Noted Antwerp





creation for Alpro



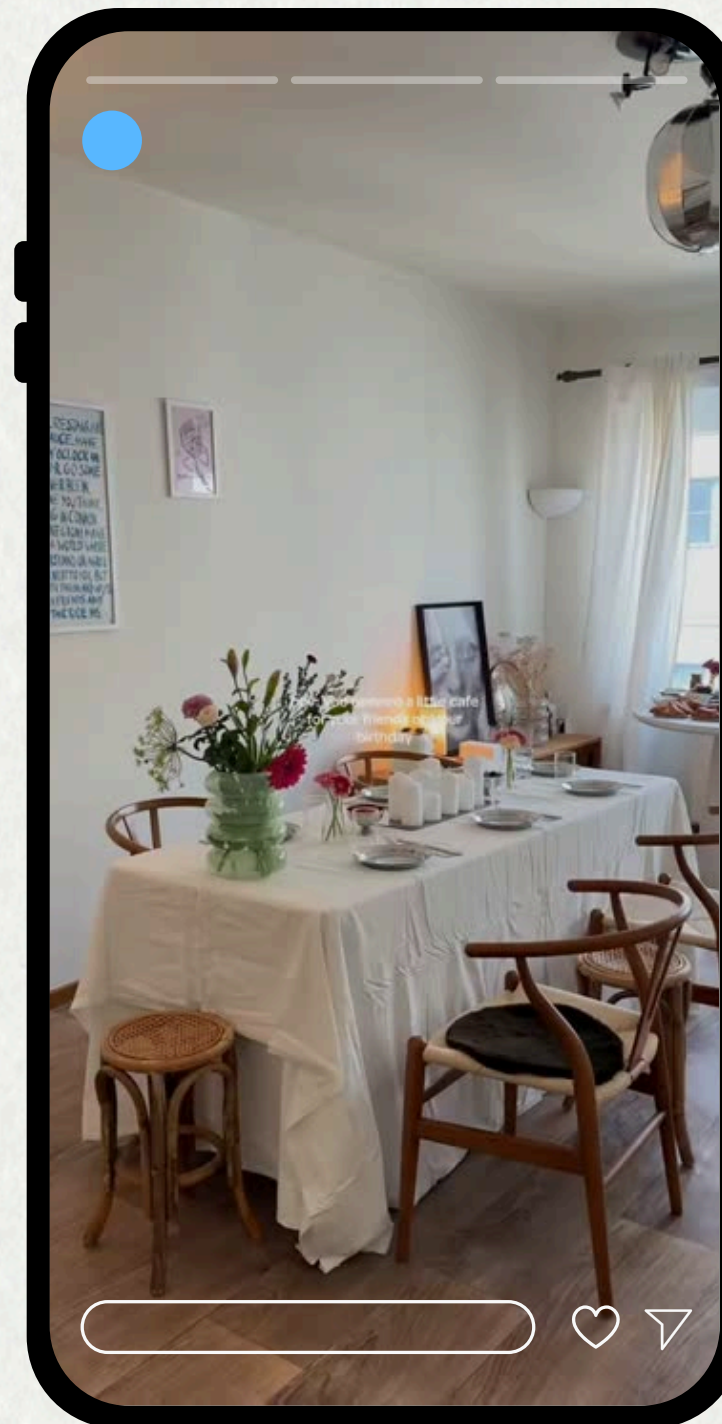


creation for my own tiktok

I create content for myself, no  
brief, just instinct and  
intention.

Even in my downtime, I  
maintain a high visual  
standard.

Not because life is perfect, but  
because my work can be.







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