

# Hello! I'm Frédo.

*Strategic storytelling meets real-world execution:  
building trust, markets, and momentum*

Over the past 30 years, I've followed a rewarding path blending creativity, strategy, and a passion for meaningful connection. My journey began in music, languages, and philosophy—then evolved into technology and strategic marketing. That blend allows me to see opportunities differently. Early on, I dove into the world of cybersecurity with the Computer Security Institute and helped ActivCard grow from a small French data security startup into a global player. At Novell, AXENT, and CacheFlow, I brought new infosec solutions to market while harnessing the power of collaboration, rigor, and listening. In 2001, I co-founded Workingarts—a place where storytelling, technology, and community intersect. From global tech firms to local school districts, I've integrated strategy and design to help organizations connect, grow, and build trust.

## Key Benefits

### Multilingual & Cross-Cultural Fluency

Native fluency in French and English, Conversational in Italian, Spanish, German, and Japanese. I bring global communication skills to every project.

### Tech-Driven Strategy with Heart

From Silicon Valley startups to local school districts, I combine security-savvy, practical tech solutions with authentic human connection.

### Co-Founder, Storyteller, Bridge-Builder

Workingarts isn't just a business—it's a philosophy of design, trust, and meaningful engagement across sectors.

## PROJECT IGNITION



## IN PRACTICE

### MUSD

*(Madera Unified School District)*

Developed a unifying bilingual brand and modernized digital infrastructure for for a dozen school sites including three high schools—transforming communication and fostering inclusive engagement across a diverse, mobile-first community.

## PROOF POINTS

- ▶ Led strategic branding for a major Central Valley school district, balancing cultural inclusivity and visual modernization
- ▶ Designed mobile-first, multilingual websites that serve 70%+ of families accessing via smartphones
- ▶ Produced three-time state award-winning quarterly educational publications that enhanced trust and transparency
- ▶ Partnered with leadership to craft a scalable, equity-focused PBL ecosystem for student-driven learning



LET'S BUILD THE FUTURE.  
ONE STORY, ONE SCHOOL  
AT A TIME.

[workingarts.com](http://workingarts.com)

Every successful collaboration begins with a conversation, and every meaningful project starts with curiosity.

*I'd love to hear more about your story and explore what we can build together.*

**workingarts**<sup>™</sup>  
marketing, inc

966 Summerset Ln  
Madera, CA 93637

p +1 559 662 1119

e [info@workingarts.com](mailto:info@workingarts.com)

w [workingarts.com](http://workingarts.com)