NOV

Talent management and marketing for independent online creators.

Agency overview · October 2026

WHO WE ARE

A full-service agency for creators

NOV started in 2022 as a small team helping a handful of French creators grow their audience. Today the agency works with creators in France, the United States, Germany and Spain, with a team of more than one hundred people across management, marketing and fan communication.

The agency is operated by **N & B MNGMT LLC**, a limited liability company incorporated in the State of Wyoming, United States, and managed by its two founders. The operations team is based in Dubai, United Arab Emirates, with partners in Europe, the Philippines and West Africa.

2022	35+	4	100+
Year the agency started	Creators under management	Markets	Team members

Our principles

We work only with adult creators (18+) who are the sole owners of their accounts and content. Every collaboration is governed by a written agreement, every payment is invoiced, and creators keep full ownership of their content and audience at all times.

The team

Bilal Kleiche, co-founder and CEO: strategy, creator relations, finance and legal. **Noé Goncalves**, co-founder and COO: operations and the US market. **Anaïs Douceret**, head of talent: day-to-day contact for creators, planning and reporting.

SERVICES

What we do

Talent management

A dedicated manager for each creator: planning, weekly reporting, day-to-day support and coordination of all other services.

Marketing & audience growth

Social media strategy and execution across Instagram, X, TikTok and Threads: content ideas, trend research, posting calendars and traffic tracking.

Content strategy

Shot lists, formats that perform, release scheduling and feedback loops, built around what each creator is comfortable with.

Fan communication

Trained, supervised chat teams answering subscribers on the creator's behalf, with written guidelines, quality control and strict content rules.

Account protection

Monitoring of leaks and impersonation, takedown requests, account hygiene and recovery support.

Reporting & billing

Transparent figures from the platforms' own dashboards, a written recap every week, and an invoice twice a month with the full calculation.

HOW WE WORK

Simple, written, the same for everyone

1. **Introduction call.** We meet, look at the creator's current situation and decide together whether it makes sense to work together.
2. **Written agreement.** A management agreement signed by both parties sets the scope of services, the fee and the exit terms.
3. **Onboarding in 48 hours.** Accounts connected, shared workspace created, first content plan and first marketing actions within two days.
4. **Monthly fee on results.** Our fee is a percentage of the creator's net platform revenue. It is invoiced on the 1st (for the 16th to the end of the previous month) and on the 16th (for the 1st to the 15th), and payable by bank transfer within 7 days.

Billing in practice

Each invoice shows the period, the net amount generated as reported by the platform, the agreed percentage and the amount due. Creators are invoiced by N & B MNGMT LLC and pay by bank transfer, in euros or US dollars depending on where they are based.

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