



Lena Ortis

Branding & Creative Production Manager

Bordeaux, France

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Languages

French (Native)

English (Fluent)

Spanish (Basic)

About

Strongly influenced by art, design and arts and crafts environment, I like to work on project as "one of a kind project" and leave my mark by giving the most uniqueness and audacity to it. Branding and especially brand image is my forever go to and has always helped me manage my overflowing creative mind. I am driven by a strong desire to collaborate with artists of any kind and to include other know-hows to embody the brand's vision.

Rigorous and versatile with a strong creative appeal, I like challenges and to think outside the box when it comes to new projects. I cherish a benevolent and peaceful professional environment with whoever I get the chance to work with. I like my expertise to be built around 2 essential pillars : details that matter and curiosity.

BRANDS WORKED WITH

Brandy Melville

Butet Sellier

Jane de Boy

New Compact

Totem Fashion Agency

Experience

● Branding & Content

Butet Sellier | Sep 2019 - Now

Responsable stratégie de marque Co-direction artistique et image de marque Planning stratégique communication globale 360° Gestion des collaborations et partenariats Gestion et coordination des outils digitaux, RS & contenu social business Responsable de production visuelle & shootings Gestion et mise en place d'activations marketing 360° Pilotage des outils du marketing opérationnel Refonte du site internet Accompagnement et support de l'équipe commerciale Gestion & organisation de projets événementiels Support marketing sur les salons, expositions & concours www.butet.fr - Bordeaux



● ALTERNANCE CHEF DE PROJET COMMUNICATION

Jane de Boy | Oct 2018 - Aug 2019

Planning stratégique Community management et stratégie digitale Brand content et stratégie éditoriale Relations presse et partenariats influenceurs Événementiel www.janedebuy.com - Bordeaux

● STAGE ASSISTANTE CHEF DE PUBLICITÉ

New Compact | Apr 2018 - Jun 2018

www.new-compact.com - Toulouse

● ASSISTANTE MANAGER

Totem Fashion Agency | Nov 2016 - Dec 2016

www.totemfashion.com - Paris 8e ASSISTANTE MANAGER



● Brandy Melville | Jan 2014 - Feb 2015

Gestion & management d'équipe boutique Assistante de vente & gestion des stocks www.brandymelvilleusa.com - Londres