



# Sarah Bouakline

Communication & image director

Paris, France

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## Links

[LinkedIn](#)

## Languages

French (Native)

English (Fluent)

Arabic (Basic)

## About

Specialized in global communication & image strategy for a decade. Including brands in various fields such as fashion, travel, culture and food. I work across multiple disciplines including advertising, branding, operations, digital creative content, influence, editorial and web.

### BRANDS WORKED WITH

American Apparel

Bureau Sarah Bouakline

Catherine Miran PR & Communications Agency

Eurostar

## Experience



### Deputy director

Catherine Miran PR & Communications Agency | Sep 2020 - May 2023



### Digital Content Creative Director

Eurostar | Sep 2019 - Apr 2021

### Communication & image consultant

Bureau Sarah Bouakline | Jan 2017 - Feb 2024

- Stratégie de communication
- Direction de création
- Achat d'art
- collaborations créatives et partenariats

Clients: Miu Miu, Welcome Eyewear, Spotify



### Europe Communication Director

American Apparel | Oct 2015 - Jan 2017

- Implement and oversee Company press and communication strategy at a regional level
- Implement press and communication plans to increase brand awareness and recognition
  - Develop relationships with key media to secure and grow media coverage both online and offline.
  - Supervise endorsement budgets and their allocation
  - Work cross functionally with marketing, sales and inventory to implement relevant press and communication concepts
  - Supervise press enquiries from local teams and ensure press pull procedures are being executed properly
  - Develop local content and coordinate social media strategy
- Liaise with photographers and models - Build a stronger Photographers and models database - Creative direction and projects coordination
- Casting director on some branding projects. Seeking for new talents.
- Organize new and innovative ways to communicate and engage community
- Plan and coordinate in-store or special events with magazines, brands and influencers
- Adapt US press releases for European media ensuring stories translate to differing international markets.
  - Conduct regular PR & Communication team evaluations and management.

Voir moins



## ● PR & Communication manager France

American Apparel | Mar 2009 - Dec 2016

- Management des projets en France, gestion de l'image.
- Relations avec rédactrices, stylistes, réalisation de silhouettes. - Organisation de rendez-vous presse, réalisation de listings.
- Organisation de shootings photo en collaboration avec des magazines de mode.
- Casting director & production
- Coordination et logistique des événements : dîners, cocktails, ouvertures de boutiques, ventes privées.
- Négociation avec les prestataires et les fournisseurs.
- Chargée de la stratégie publicitaire, création des campagnes et achat média.
- Recherche et mise en place de partenariats (presse mode, presse culturelle, festivals de musique, cinéma)
- Relations avec les journalistes et correspondants internationaux.
- Digital : Community management & animation des réseaux sociaux (Facebook, Instagram).
- Relations avec les faiseurs de tendances (blogueurs mode, artistes, influenceurs) : placement de produits, partenariats dédiés au digital, collaborations artistiques.
- Participation au recrutement et formation des stagiaires.

[Voir moins](#)