



# Ismath Lauriano

Freelance PR and Influence manager

Paris, France

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

## Links

[Website](#) [LinkedIn](#)

## Languages

French (Native)

English (Fluent)

## About

Hi,

My name is Ismath Lauriano and I am pleased to send you my application.

Graduated from a Master degree in communication, advertising and digital strategy at INSEEC msc mba, I am looking for a first permanent position in public relations and / or communication.

Having had some professional experience in communication, in PR and event agencies, I have been able to forge my skills, study the identity of the brands that I collaborated with, participate in the organization process event and take part in the development of the company's strategy. I thus developed the ability to be in regular contact with the press/stylistes around the world.

Your company seems perfectly in line with what I am looking for because of what I can learn from you, the prestige of your clients and my interest in fashion, art and luxury.

It would therefore be a great opportunity for me to combine passion and practicality, to bring my enthusiasm and creativity, and above all to learn from your expertise. These varied and enriching professional experiences will, I hope, give you the certainty of my adaptability to all work in every situation.

### BRANDS WORKED WITH

- Journal du Luxe
- MR agency
- myCANAL
- PR Consulting
- Such&Such

## Experience



### ● PR & Communication assistant

Such&Such | Jan 2020 - May 2020

Such&such is a communication agency that supports and develops projects on a one-off or long-term basis and that focuses on aesthetics, substance and sustainability.

Enriching and proactive support for the development of the communication agency on the brands : Baserange, Justine Clenquet, Vanessa Schindler, DREAM, Ciguè and one-off projects with companies in the creative industry.

Assistance in all day-to-day tasks:

- Contact with the press
- Follow-up of files
- Customer reporting
- Management of the showroom and press requests
- Permanent monitoring of subjects related to the agency's clients
- Animation of our communication platforms
- Keeping files up to date,
- Development of strategic notes...

### ● Event assistant and Community Manager Intern

MR agency | Feb 2019 - May 2019

- Apply the new web trends and develop them within the agency in the sectors of fashion, art and design.
- Animation of social networks for the agency.
- Directly in contact with renowned clients for visits to the agency's premises as well as events that include exhibitions, showrooms, and corporate events.
- In communication with suppliers and external partners
- Assist in the smooth running of daily operations



● **Stagiaire Chargée de communication junior**

Journal du Luxe | Nov 2018 - Jan 2019

Community management, Influence/RP digitale et assistance sur la gestion des plannings Festival Luxe et Salon du Luxe



● **Fashion PR Intern**

PR Consulting | Feb 2018 - Jul 2018

Accounts : Proenza schouler, Mykita, J.M Weston, Diesel, Raf Simons, Calvin Klein, Emilio Pucci etc

- Shoppings (writing output sheets in English Fashion GPS, preparing and sending bags or parcels depending on location of shoots, schedule the removal of bags or packages with carriers and verification of returns)
- Holding the showroom
- Print and digital press review (freelance and publication scans)
- Assistance in the preparation of fashion shows, presentations or events (Paris Fashion Week, Press days)



● **Chargée de communication**

myCANAL | May 2017 - Aug 2017

- Participation and proposal of the actions within the framework of the relaunch of IROKO +
- Participation in the deployment and follow up of the communication campaigns as well as all the projects
- Daily newspaper press
- Follow-up of partnerships and event sponsorships.
- Ensures compliance with the CANAL + charter on all communication media.

## Education & Training

2018 - 2020

● **INSEEC U.**

Master, Communication, Advertising and digital strategies