



Lyna Bouslamti

Event & PR Project Manager

Paris, France

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Links

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Languages

English (Native)

French (Native)

Spanish (Native)

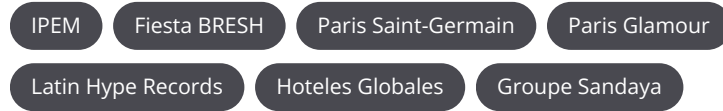
German (Work Proficiency)

Italian (Work Proficiency)

About

With a rich background in event management and public relations, I bring unparalleled expertise in enhancing brand visibility and customer engagement. Fluent in English, French, Spanish, I excel in dynamic events environments requiring exceptional communication and organizational skills.

BRANDS WORKED WITH



Experience



● Event Project Manager Assistant

IPEM | Oct 2023 -

Coordinated sponsorships and managed client visibility for IPEM Cannes 2024 at Palais Des Festivals de Cannes and IPEM Paris 2024 at Palais des Congrès de Paris.
Organized IPEM trade show, in-site and off-site events, including logistics and supplier coordination.
Assisted in technical event documentation and budget monitoring.
Managed event setup, operation, and dismantling.
Supported content, marketing, and sales teams.

● PR & Influence Manager

Fiesta BRESH | Jul 2023 -

Developed and executed PR strategies integrating influencer marketing and media relations to enhance brand visibility and reputation for Bresh in Europe.
Managed influencer communications and provided support throughout the event lifecycle, from pre-event promotion to on-site coverage and post-event follow-up.
Implemented social media strategies to amplify the event's reach and engagement, leveraging platforms such as Instagram.
Monitored and analyzed media coverage and PR campaign performance to drive continuous improvement.



● UEFA Host Manager

Paris Saint-Germain | May 2023 -

● Chef de projet

Paris Glamour | Jun 2022 - Sep 2022

- Develop product sheets and multimedia supports.
- Creation of SEO content.
- Writing and designing newsletters.
- Community management.

● Assistant Tour Manager

Latin Hype Records | May 2022 - Sep 2022

Coordinated all tour logistics, including transportation, accommodations, and scheduling.
Managed tour budgets, per-diem and contracts with venues.
Provided on-site support during performances to ensure smooth operations.

● Entertainer

Hoteles Globales | Jun 2021 - Sep 2021

- Propose activities and ensure their implementation.
- Organize shows and prepare excursions.
- Follow the hotel's program.



- **Réceptionniste**

Groupe Sandaya | Jun 2020 - Sep 2020

- Ensure the reception of customers at the hotel throughout the stay and provide them with all the information necessary for the smooth running.
- Plan reservations and room occupancy.
- Carry out daily accounting, invoicing of services, and control of deferred payments.
- Organize the communication with other departments.

Education & Training

2023 - 2024 ● **ESP Ecole Supérieure de Publicité, Communication et Marketing**

Bachelor 3 Communication et Publicité,

2021 - 2023 ● **Epitech Digital School**

Bachelor in Web Project Management,

2017 - 2019 ● **Colegio Internacional Costa Adeje**

Bachillerato,