



# BRAND STRATEGIST

Ines Bastié / 27 years old /whatsapp:  
+1 786 613 2256 /  
bastieines@gmail.com /  
Green card / Driver's license

## MY WORLD



## SKILLS

French / English .....  
Spanish .....  
Illustrator / Indesign /  
Photoshop .....  
Pack Office .....  
Wix / Shopify .....

## INTERESTS



## WORK EXPERIENCE

2025/2024 . (current)  
FASHION BRAND STRATEGIST- VICTORIA LOPEZ CASTRO  
Bridal & evening wear  
AND FOR MUCHE ET MUCHETTE  
Womenswear-Miami, United-States

- Brand Strategy
- Community Management
- Artistic Direction
- Project Management

2024 . 1 day  
FREELANCE STYLIST - MIAMI VIBES MAGAZINE  
Magazine -Miami, United-States

- Stylist

2025/2024 . 1 year (current)  
MARKETING & EVENT MANAGER - WYNWOOD PADEL CLUB  
Padel Club -Miami, United-States

- Strategic Operations & Event Management
- Tournament Coordination & Match Logistics
- Marketing, PR & Sponsorship Development
- Community Engagement & Client Relations
- Talent Recruitment & Team Leadership
- Content Creation & Brand Promotion
- Front Desk & Guest Services Support

2022/2021 . 2 years  
DESIGNER / BRAND MANAGER - ELIANA MURARGY  
Womenswear -Malabo, Equatorial Guinea / Paris, France

- Collection Design & Launch
- Artistic Direction, Branding & Content Creation (Physical & Digital Marketing)
- Project, Team & Production Management (Recruitment)

2024/2023 . 6 months  
STYLE / SALES COORDINATOR - CORTANA  
High end womenswear -Palma, Majorque

- Photoshoot production
- Showroom representative
- Project coordination

2023 . 1 week  
SHOWROOM ASSISTANT- ZIMMERMANN  
High end womenswear -Paris, France

- Showroom organization
- Floor / runner
- Dressing

2023 . 3 months  
DESIGNER ASSISTANT - V DE VINSTER  
Womenswear -Bidart, France

- New Collection Design
- Production Monitoring
- E-commerce Assistance (Shooting, Website Management, Packshot Editing, etc.)

2022 . 1 month  
SHOWROOM ASSISTANT / MEN'S CABIN CHIEF /  
RETAILER- BALMAIN THROUGH DEPECH'MODE  
-Paris, France

- Showroom Organization & E-commerce Photoshoot Assistance
- Management of Dressers, Floor Setup, & Dressing Room Operations
- Retail Operations & Stock Organization

2021/2020 . 6 months  
ARTISTIC DIRECTION ASSISTANT - EACH X OTHER  
High end ready to wear -Paris, France

- Packshot Editing
- Web Design (Wix)
- Iconographic Research & Instagram Template Design
- Product Mock-ups (Leather, Outerwear)

2020 . 1 year  
COMMUNITY MANAGER - VICTORIA LOPEZ CASTRO  
Bridal & evening wear -Miami, United-States

- Communication Strategy & Content Creation (Photography, Video, Illustration)
- Collection Design & Development
- Media Relations & Performance Analysis

2019 . 2 months  
RETAILER - LOUIS VUITTON  
Luxury leather goods -Toulouse, France

## EDUCATION / INTERNSHIPS

2019/2017  
DESIGNER ASSISTANT- VICTORIA LOPEZ CASTRO (Miami, United-States), SUPERBO (Lisbon,Portugal), STORYTAILORS (Lisbon,Portugal), MARIGOLD (Montreal, Canada), COSMOPOLITAN FASHION WEEK (Montreal, Canada), EBERJEY (Miami, United-States)

2020/2016 . 4 years  
FASHION DESIGNER / BRAND MANAGEMENT at ESIMODE  
-Toulouse, France

- design / pattern making/ sewing
- infographics / drawing / production / digital marketing/ fashion culture