



# Regina Esquivel

PR, Fashion business and communication.

Paris, France

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## Links

[LinkedIn](#)

## Languages

English (Fluent)

French (Basic)

Spanish (Native)

Italian (Basic)

## About

Communications Specialist with four years of experience in sales and account management, B2B Marketing, Social Media Management, Content Creation and Press Relationships with a great passion for devising and executing strategies to connect with audiences, markets and trends. A hard-working, creative, devoted, and growth-driven specialist who is always ready for the challenge and to learn and achieve the best results.

### BRANDS WORKED WITH

Boon Paris

Delpozo Internship

L'Officiel Mexico Internship

Lucien Pages communication

Rick Owens Internship

## Experience



### ● Junior Press Assistant

Lucien Pages communication | Apr 2023 - Now

Manage press requests and sample trafficking proactively for the French brand, Courrèges, Polo Ralph Lauren, Pucci, etc. Promote Courrèges brand and products to editors of the most influential publications in the region, either directly or through partner PR agencies. Contribute to developing strong relationships with media editors, influencers, agents and stylists internationally.

### ● International Account Manager

Boon Paris | Sep 2019 - Apr 2023

- Managing international sales accounts, working with designers to optimize sales and brand exposure, maintaining strong client relationships with international buyers.
- Presenting collections to buyers and press during Paris Fashion Week (MSW, WSW).
- Showroom organization and overview reports for designers.
- Digital communications, coordinating showroom appointments, overseeing the delivery process, visual merchandising, managing a team of assistants, and sales campaigns of the brands.
- Social Media of Boon and Boon Room. Creation of daily posts, including visual research, copy and activations such as stories takeovers, LIVE sessions, and IGTV content. Brands that have work with Boon: Alled Martinez, Palomo Spain, Hed Mayner, NEU\_IN, Heliot Emil... see less

### ● PR and Communication Assistant

Delpozo Internship | Feb 2019 - Jun 2019

Assist with sample trafficking, monitor all press clippings in all media outlets, press shoppings (send-out and returns), contact point for requests - contacting stylist and magazines, taking care of the showroom: organisation, merchandising and welcoming the stylists. Participation to the Press sales, International press days and in-store commercial events. Data-base update, mailings and product push communication. General internal reporting on sample trafficking. see less

### ● Showroom Sales Assistant

Boon Paris | Jan 2018 - Now

- Wholesale Assistance during market weeks in Paris.
- Knowledge of collection inventory.
- Perform a variety of different administrative tasks.
- Maintain contact databases and mailing lists with updates.
- Visual Merchandising. see less

- **Content Creator**

L'Officiel Mexico Internship | Apr 2017 - Jun 2017

Representing the Mexican edition for the Dior High Jewellery event held during the Parisian headquarters. Creating content for the digital and printed magazine.

- **Showroom Assistant**

Rick Owens Internship | Jan 2017 - Jul 2017

Providing assistance for the SS18 and FW18 Markets and shows held in Paris. Mostly dressing and welcoming buyers.

## **Education & Training**

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2018 - 2019

- **Condé Nast College Spain**

Master, Fashion and Beauty Communication VOGUE,

2016 - 2017

- **Istituto Marangoni**

Fashion Promotion and Communication, Communication and Media Studies

2015 - 2016

- **ESMOD École Supérieure des Arts et techniques de la Mode**

Director of commercial and communication strategy in fashion industry,  
Director of commercial and communication strategy in fashion industry