



# Adelaide de Saint Etienne

Freelance Marketing & Communications - Go-to-Market Solutions, International Expansion, Brand Management, Strategy

📍 London, UK

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## Links

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## Languages

English (Fluent)

French (Fluent)

Spanish (Basic)

## About

I'm an independent marketing and communications consultant with 10+ years of PR, Marketing, and Brand Management experience.

I founded INOU Consulting in 2020, specializing in Go-to-Market solutions, to become your strategic partner for launching a new brand, entering new markets, and bringing new products to life.

Expertise :

- new market strategy & execution
- content strategy & development
- social media planning & activations
- product launches & events
- in-store & online partnerships
- brand strategy & development
- influencer marketing
- consumer activations
- PR / brand communication

Bilingual and bicultural (French/American); based between Marbella (Spain) and Stockholm (Sweden); and have extensive market knowledge, experience, and network in London, Paris, and New York.

For more information and case studies, come say hi at [INOUCONSULTING.COM](https://www.inouconsulting.com).

### BRANDS WORKED WITH

Bloom & Wild

BPCM.

Ernest Leoty

FIGUE

INOU Consulting

Kucerak&Co.

Marithé+François Girbaud

SHINSUNG TONGSANG LIMITED

## Experience



### ● Senior France Brand & Content Manager (Interim)

Bloom & Wild | Jun 2020 - Dec 2020

### ● Freelance Marketing and Communications Consultant

INOU Consulting | May 2020 -

[inouconsulting.com](https://www.inouconsulting.com)

Independent (Freelance) Marketing & Communications Consulting

Services include:

- Marketing Strategy
- Public Relations
- Go-to-Market
- Project Management
- Content Strategy
- Social Media
- Brand Management
- Influencer Marketing
- Event Management
- Partnerships
- Retail Activations and Pop-ups
- Consumer Activations
- B2B Marketing



### ● Head of Marketing and PR

Ernest Leoty | Oct 2017 - Mar 2020

Administered Marketing and Public Relations development and execution to launch the brand in London, Paris and US (New York, Los Angeles) markets.

- Developed and executed strategies and initiatives, including: influencer marketing, press outreach and events, consumer programs, physical and online partnerships, social media activations and content.
- Devised yearly communications budget and brand objectives / goals and collaborated with CEO and COO on integral parts of the business – including design, wholesale and overall business strategy.
- Engaged with board members; delivered monthly / yearly reports demonstrating the KPIs met and projected ongoing strategy for sales / awareness.

#### Influencer Marketing / Events / Relations:

- Organised out of the box events and 'press trips' in England, France, Italy, Morocco and the US; establishing a loyal relationship with global influencers and press, and ultimately, consumers.
- Developed relationships within all markets with influencers, wholesale buyers, CEOs, founders and Marketing/PR professionals in various industries.
- Organically increased @ernestleoty Instagram followers from 0 to 18.9k.

#### Partnerships:

- Achieved availing partnerships with global brands in various industries including; Ritz Paris, Diptique, Oetker Collection, APL, Carbon38, Goop, Alex Eagle Studio, Maison Assouline, Selfridges, Tata Harper, Detox Kitchen, and more.
- Directed the opening of a two-month pop-up at Le Bon Marche department store in Paris to exceed existing customer demands, acquire new customers and surpass previous months' sales

#### Management:

- Managed in-house communications team, including: interns, content executive, graphic designer and office manager.
- Oversaw planning / strategy for both London-based and Paris-based PR agencies, e-commerce freelancer, as well as, freelance writers, photographers and models.



### ● Senior Account Executive

Kucerak&Co. | Aug 2016 - Jul 2017

- Proactively develop and execute Public Relations and Marketing programs for fashion, entertainment, beauty, lifestyle and wellness clients
- Create strong relationships with national and regional media, influencers, bloggers, publicists and stylists
- Actively research, secure and implement blogger, celebrity and influencer gifting, partnerships and collaborations
- Spearhead the organization and execution of client events from initial planning stages to post-event coverage
- Secured 1.7+ billion print, online, and broadcast impressions, which effectively positioned client, Wilhelmina Models, as an industry leader
- Ensured press placements in top outlets, including SELF, SHAPE, VOGUE and ELLE, for fitness client, FLEX Studios, and established VIP program for influencers and celebrities
- Successfully managed brand launch for client, Fourlaps, a men's athletic apparel brand, in August 2016, securing media placements within 6 months in leading men's publications; GQ Magazine, Men's Fitness and Men's Health



### ● Account Executive

Kucerak&Co. | Oct 2015 - Jul 2016

#### Strategic Planning

- Serve as strategic partner for clients in the fields of fashion, entertainment, beauty, lifestyle and wellness
- Proactively develop and execute marketing and PR programs, including media strategies, campaigns, events, and partnerships, to support the growth and positioning of brands and talent
- Research, secure and implement blogger/celebrity/model/influencer gifting, partnerships and collaborations

#### Communications

- In continuous conversation with national and regional media, including editorial, digital, and social media, travel/lifestyle/fashion bloggers, publicists, managers, stylists and producers

- Create and pitch stories across fashion, business, lifestyle and wellness verticals to increase brand exposure
- Write PR materials, including press releases, biographies, media alerts, style alerts and post-event alerts, and distribute to target right outlets
- Secure and handle production of radio, phone, broadcast and in-person interviews for clients

#### Events

- Manage logistical elements of events from planning through execution and post-event support. Events include: seasonal press previews, New York Fashion Week runway shows and parties, product launches, etc.
- Secure clients (models, talent) to attend NYFW runway shows and parties, invite only fashion events, film screenings and premieres, galas, and other notable NYC, Los Angeles, Miami and European events
- Serve as publicist on site to walk talent down red carpets at events and premieres for photos and interviews

#### Internship Coordinator

- Run internship program: create job postings, read resumes, organize and conduct in-person and Skype interviews, create schedules, serve as point of contact for universities and manage 2-4 interns daily
- Delegate tasks and supervise: sample trafficking, gifting, research, press clippings, media lists and more



#### ● Assistant Account Executive

Kucerak&Co. | Mar 2014 - Sep 2015



#### ● Public Relations Intern

BPCM. | Dec 2013 - Mar 2014

- Performed daily product pulls and sample trafficking for clients to comply with media requests.
- Led front of house at client events and NYFW shows, including guest and media check-ins.



#### ● Sales Associate

FIGUE | Oct 2013 - Apr 2014

- Opened and closed boutique with accuracy, efficiency and reliability
- Organized and merchandised sales floor on a regular rotation
- Contacted clients to share information on events and promotions to increase customer loyalty
- Assisted customers based on their needs and preferences



#### ● Public Relations and Marketing Intern

Marithé+François Girbaud | Aug 2013 - Jan 2014

- Formulated innovative content and managed Facebook, Twitter, and Instagram accounts.
- Assisted team with the execution and production of photo and video shoots (M+FG TV).

#### ● Product & Development Intern

SHINSUNG TONGSANG LIMITED | Dec 2012 - Jan 2013

- Assisted the design, graphic design and fabric teams with day to day activities and tasks
- Cut patterns and prepared fabric for sample creation
- Altered samples' stitches and seams for buyer meetings
- Used photoshop to create line sheets of samples for meetings and internal use
- Documented and organized all samples and fabrics in showroom
- Researched industry trends and competitors' designs to present findings in weekly meetings
- Performed market research for upcoming collections in Seoul's shopping districts and malls

# Education & Training

2010 - 2013 ● Indiana University of Pennsylvania  
Bachelor of Science (B.S.),