



Abdel Benakki

Recent IFM MSc graduate, currently seeking a junior position within the luxury industry in Communication/Marketing

Paris, France

Abdel is **Available to work**

[View profile on Dweet](#)

Links

[LinkedIn](#)

Work Preference

Location: Not looking to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions

Skills

Creative Project Management (Advanced)

Marketing Liason (Advanced)

Curatorial Projects (Advanced)

Corporate Communications (Advanced)

Strategic Communications (Advanced)

Coordination Skills (Advanced)

Languages

Arabic (Fluent)

French (Fluent)

English (Fluent)

About

Teamwork-driven with an eye for detail, a highly professional attitude and a multi cultural background, I am currently seeking a junior position within the luxury and cultural industry in Communication / Marketing.

BRANDS WORKED WITH

Saint Laurent

Vogue France

Peacock Magazine

Vanessa Bruno

Art Recall

Experience

Creative Projects

| Jan 2018 - Now

Provided consultancy, project coordination, and research services working with clients including Niki Galopine, Merci C'est Vintage and Vaincourt.



Special Projects & Communication | Rive Droite

Saint Laurent | Sep 2022 - Mar 2023

- Researched & created 360° special, cultural & artistic project proposals to communicate ideas and outcomes to key stakeholders;
- Conducted brainstorming sessions with cross-functional teams to generate new ideas for special projects;
- Researched & analyzed market insights to identify emerging opportunities.
- Collaborated with communication and digital teams to deploy communication plans and initiatives and retrieved KPIs to measure impact;
- Contributed to the creation of retail training documentation;
- Awarded the Jury Prize for the Saint Laurent Couture Institute: Presented to the CEO a 360 Special Project about Saint Laurent & The Art World involving different touch-points (Couture, Digital experiences, Exhibitions, NFTs..).



Brand Content & Social Media Assistant

Vogue France | Jun 2021 - Sep 2021

- Performed daily translations of global content from French to English for Vogue.fr;
- Created, managed, edited, planned & published content for Social Media;
- Performed community management tasks for social media;
- Coordinated global content between Vogue France and Vogue Global Network;
- Carried out archival, photo & content research.

Fashion Editor

Peacock Magazine | Jan 2020 - May 2020

- Conducted interviews with industry experts to supplement original stories;
- Collaborated with a team of fashion writers to create unique content;
- Created, edited & proofread articles before their publication;
- Conducted proactive research to stay ahead the latest fashion & market trends.



Public Relations & Marketing Assistant

Vanessa Bruno | Nov 2019 - Jan 2020

- Carried out sample trafficking for press, stylists, talents & brand's shoots;
- Drafted, edited & translated communications copy and material;
- Managed brand activation projects with the Marketing department;
- Tracked & archived media coverage.

- **Communication Strategy & Production Assistant**

Art Recall | Sep 2019 - Nov 2019

- Helped organize the company's official launch event (bookings, pickups, billings. .) - Drafted, executed & maintained PR & Marketing tools in French & English; -
- Maintained & regularly updated company's PR, clients' & collaborators' lists;
- Created & managed travel itineraries, schedules & personal appointments for the company's CEO.

Education & Training

- 2020 - 2022 ● **Institut Français de la Mode**
MSc in International Fashion & Luxury Management,
- 2018 - 2020 ● **The American University of Paris**
BA in Global Communications, Integrated Marketing,
- 2016 - 2018 ● **PACE University**
BA in Communication Studies,