

# Yasmeen Love Roundtree

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Paris & Los Angeles

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## Experience

Associate Production Manager  
& Executive Assistant '24 - '25  
**Music of the Spheres Tour**

- Working for singer-songwriter **Elyanna Marjeh**
- Pre-Tour planning (Media + Logistics)
- Media Organization & PR
- Logistics and Task allocation
- Daily team organization & Communication
- Responsible for Elyanna's Calendar & Daily Schedule

Project Coordinator | Event & Influencer  
Management Sep '24  
**Heliot Emil**

- Led project execution for SS25 influencer activations, ensuring seamless PR distribution and engagement.
- **Managed logistics and coordination** for an exclusive influencer dinner and after-party.
- Collaborated with press and media teams to optimize guest experience.

## Education

**The American University of Paris (BA)**

Major - History Law & Society

Minors - Fine Arts & Global Communications

## Skills

Project Management & Organization

Relationship Building

Art & Brand Direction

Cross-Cultural & Interdisciplinary Communication

Associate Artistic Director / Project Manager +  
Visual Merchandiser '21 - '24

### Messy Nussy Chic (REACH 700k )

- Spearheaded in-house creative projects, including two book launches, digital publishing, and product development.
- **Led project management** for the launch of Zara Pre-Owned in London & Spain, ensuring brand-aligned execution.
- **Managed the opening** of MNC's first physical bookstore in Paris, overseeing logistics, branding, and visual merchandising.
- Developed and executed social media strategy for Ba&sh France, aligning content with brand identity.

Creative Producer – Brand Activations &  
Experiential Events. '23 - '24

### Rouge Boulevard

- **Developed creative themes** and storytelling concepts to elevate brand activations.
- Planned and executed five pop - up events & two creative productions, overseeing concept development & execution.
- **Coordinated event logistics**, including venue selection, vendor management, budgets, and set design.

Currently | **JUDE the brand**

### In-House Production, Creative Operations

- Supporting showroom operations and production logistics during key fashion events.
- Coordinating sample movement, deliveries, and spatial organization for brand presentations.
- Assisting cross-functional teams with on-site setup, scheduling, and vendor communication.



Freelance work & Portfolio  
**[yasmeeenloveroundtree.com](http://yasmeeenloveroundtree.com)**