

YASMEEN LOVE ROUNDTREE

 PARIS / LONDON / NEW YORK

EXPERIENCE

HELIOT EMIL

SEP '24

FREELANCE ROLE SUPPORTING HELIOT EMIL FOR THE SS25 COLLECTION.

- Helped managed public relations and event coordination.
- Oversaw PR package distribution to key media and influencers.
- Organized key aspects of the influencer dinner and after-party at Silencio Club, Paris.

MESSY NESSY CHIC (REACH 700k) '21 - '24

ASSOCIATE ARTISTIC DIRECTOR / PROJECT MANAGER + VISUAL MERCHANDISER

- Successfully contributed to the launch of **Zara Pre-owned** in London & Spain.
- Collaborated with **Ba&sh** fr on **social media strategy**.
- Manage all in-house projects for MNC, including two book releases, online article publishing, and **product development**.
- Additionally, served as the **Project Manager** & **Visual Merchandiser** for our first shop in Paris.

ROUGE BOULEVARD

'23 - '24

ARTISTIC DIRECTOR / LOGISTICS

- Planned and executed five successful **pop up events** and two **productions**.
- Through this project I learned how to **conceptualize my creative ideas** and develop **event concepts** / themes.
- **Coordinated logistics** such as venue selection, event layout, vendor management, budget and equipment rental.

CONTACT ME, HERE! 

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CURRENTLY

MUSIC OF THE SPHERES TOUR

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

ME

My passion for art, culture, and history has empowered me to not only create art but also curate memorable events, video/photo concepts, and marketing campaigns. With extensive experience in managing organizational platforms and overseeing projects across diverse fields. My ability effectively communicate ideas and visions, combined with a structured approach to organization, positions me as a versatile and capable professional.

EDUCATION

THE AMERICAN UNIVERSITY OF PARIS

(BA)

MAJOR - HISTORY LAW & SOCIETY

MINORS - FINE ARTS & GLOBAL COMMUNICATIONS

Proficient in:

Microsoft Office Suite, Google Workspace, Adobe Creative Suite, Photoshop, Photo Mechanic, PhotoShelter, Sketch, Figma, Slack & Microsoft Teams.

MY SKILLS

LEADERSHIP

PROBLEM-SOLVING

PROJECT COORDINATION

PRODUCTION

EVENTS

Freelance work & Portfolio
yasmeeenloveroundtree.com

VISIT MY WEBSITE