

ELINA BOEVA Marketing & Creative Strategist, Writer, Editor
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Employment

Freelance

August 2018 - Present

Marketing Strategist & Consultant

I work with companies and start-ups in fashion, print media, and advertising.

I create and execute digital marketing effort and strategy for specific projects.

New York, NY

Paris, France

Family Style Magazine

December 2023 - May 2024

Editorial Intern & Culture Journalist

Pitched and wrote culture, art, & fashion digital stories. Did proofreading, fact-checking, and editing for the magazine's inaugural and Summer 2024 issues.

Published Work

New York, NY

Paris, France

France-Amérique Magazine

March 2022 - March 2024

Digital Marketing Associate, Web Editor & Social Media Manager

Managed the magazine's social media channels, executed digital partnerships, and wrote weekly copy for social media and the magazine's website.

New York, NY

Paris, France

European Independent Film Festival

June 2022 - December 2022

Journalist & Film Critic

Wrote weekly opinion pieces on cinema and film festivals & film reviews on the latest releases and classic films.

Paris, France

Education

Istituto Europeo di Design (IED) & University of Westminster

2017-2020

Fashion Marketing and Communication

Bachelor's Degree (in English)

Milan, Italy

Swiss School of Higher Education (SSHE)

2020-2022

International Relations

Master's Degree

Montreux, Switzerland

University of Westminster

2016

Creative Writing Course

London, England

A Level Cambridge Certificates

High School

Skills

Professional: business plans, brand building, positioning, creative direction and strategy, digital marketing, digital fundraising, content creation, and copywriting.

Software: Wix, SquareSpace, WordPress, Mailchimp, Woodpecker, Microsoft Office, Adobe Creative Cloud, Google Suite, Google Ads

Languages: English C2; French B2; Italian B2; Russian A2

Selected Published Works

Light My Fire

Loewe showcases imaginative lamps by 24 international artists for the 2024 edition of Milan Design Week.

Reflections on Design

A new book illustrates and intellectualizes the placement of works by 16 contemporary design studios within the historic surroundings of Chatsworth House in the Derbyshire Dales.

A Man, a Woman, and a Bag

Almost six decades after its original release, a French New Wave classic is recreated in a new short film for Chanel. Directed by Inez van Lamsweerde and Vinoodh Matadin, the tribute brings together Penélope Cruz and Brad Pitt on screen for the very first time.

Fearlessness Framed

The hidden meanings and influences behind Simone Rocha's awe-inspiring designs are explored in-depth for the first time in a new book set to be published in September of this year.

Edward Enninfu's Ode to Mapplethorpe

Robert Mapplethorpe inspired an entire generation of creatives to capture beauty beyond its narrow standard—now on the 35-year anniversary of his death, Edward Enninfu pays homage to his legacy.

Lypsinka Lets Loose

In Chloë Sevigny's new short film, Lypsinka: Toxic Femininity, the iconic stage creation of John Epperson is left alone with her many selves.