

# VANESSA HAMOUCHE

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With a strong interest in luxury, fashion, and beauty, I have experience in editorial, digital, and brand content, including social media and partnerships. I enjoy working on projects that combine creative storytelling with clear brand direction.

## EDUCATION

**MA Fashion & luxury brand management**  
Istituto Marangoni- Paris, France

Jan 2024-Apr 2025

**Bachelor in Business Management**

Lebanese American University- Beirut, Lebanon

Sep 2020-Dec 2023

**Social Media and Content Creator Intern – Jamalouki Magazine – Beirut, Lebanon**

Dec 2025 - Feb 2026

- Developed daily fashion and beauty content for Jamalouki's digital and social platforms, covering couture, red carpets, brand launches, and celebrity moments
- Wrote captions, headlines, and story angles in Jamalouki's tone for Instagram and TikTok
- Researched and pitched content ideas for major regional and international fashion and beauty brands
- Contributed to celebrity, influencer, and brand partnership proposals, including campaign concepts and content formats
- Stayed up to date with fashion and beauty to ensure content and ideas were time
- Filmed content and brand partnerships videos

**PR & Marketing Intern – SAIID KOBEISSY Fashion House – Beirut , Lebanon**

Feb 2025- May 2025

- Welcomed fashion stylists, designers, and industry professionals into the showroom, ensuring a premium brand experience.
- Assisted in showroom organization, event preparation, and communication tasks to ensure seamless brand representation
- Supported the PR team in maintaining strong media and influencer relations to enhance the house's reputation.
- Conducted post-event debriefs and analyses, tracking designer collections, celebrity styling choices, and overall brand visibility.
- Prepared and packaged PR deliveries, including personalized letters for clients, stylists, and press contacts.
- Coordinated with celebrities and public figures by delegating and presenting pieces for fittings and selections.

**Showroom Intern – Elie Saab- Paris, France**

Dec 2024 - Dec 2024

- Organized showroom displays and maintained a luxury, brand-aligned environment.
- Dressed models for fittings, runway previews, and buyer appointments.
- Managed samples and inventory for fittings and showroom presentations.
- Supported buyer meetings with styling and product knowledge

**Projects- Istituto Marangoni**

Jan 2024-Apr 2025

- Chloé: Product development of small leather goods with marketing & pop-up concept.
- Brunello Cucinelli: Supply chain analysis with focus on efficiency & sustainability.
- Jacquemus: Conceptual perfume line and adapted business model. Boyarovskaya:
- Brand book, storytelling, and digital marketing strategy.

**Skills:** Editorial writing and copywriting, social media content (Instagram and TikTok), fashion and beauty storytelling, content ideation and pitching, brand voice and tone, influencer and celebrity content, campaign and partnership support, press and brand communications.

**Languages:** Arabic (Native) | English (Advanced) | French (Intermediate)

