

Noemi LOKOMETE

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Paris, France

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EDUCATION

Institut Français de la Mode
BSc in Management for Fashion and Creative Industries
2023 – 2026 | Paris, France

- ***Relevant Coursework:*** Marketing, Communication, Sustainability, and Storytelling.
- ***Thesis:*** How do luxury fashion brands use padel experiences to create a sense of exclusivity in a sport perceived as accessible, and how do consumers interpret that tension? **Grade** - 80% (Honours)

LANGUAGES

English
Native or bilingual proficiency

Russian
Native or bilingual proficiency

Latvian
Native or bilingual proficiency

French
Elementary proficiency - A2. Currently improving through daily practice

SKILLS

Social Media and Trend Analysis
TikTok, Instagram, LinkedIn and Facebook

Platforms & Systems
Shopify, Creatio CRM, Canva, Milled, Adobe, Figma, Wix, Pollfish

Workspace Tools
Notion, Slack, Google Workspace (Docs, Sheets, Slides)

AI Tools
Google Flow, Midjourney, Claude, ChatGPT

PROFESSIONAL EXPERIENCE

Proxy Foods AI
Marketing Executive
07/2026 – Present | Remote
Leading marketing strategy and PR for an AI-powered food technology startup. Gained 1,969 LinkedIn followers in 3 months through a weekly content strategy, produced AI-generated visuals for the website and upcoming social media launch, and created scripts, marketing copy and promotional videos.

ILIO - US ready-to-drink protein brand (pre-launch)
Brand Development Assistant
03/2026 – Present | Remote
Developed the full brand identity, including tone of voice, visual direction and positioning. Designed and ran a quantitative survey with 150 respondents via Pollfish to guide strategic decisions, and contributed to advertising concepts and website design.

HOC Parfum
Social Media & Content Manager
09/2025 – 12/2025 | Paris, France
Managed Instagram and LinkedIn content and wrote brand storytelling for the website. Organised a Fashion Week dinner for around 70 guests, including the full event setup and visual merchandising of products.

STENDERS
Marketing Intern
07/2025 – 08/2025 | Riga, Latvia
Supported the autumn visual merchandising rollout across 7 stores, assisted on 2 autumn campaign photoshoots, and ran monthly competitor analyses to identify market opportunities and support new product decisions.

HOC Parfum
Marketing and Sales Assistant - Internship
03/2025 – 06/2025 | Paris, France
Created and ran a weekly newsletter strategy, updated product content on Shopify, and produced social media content. Organised a brand event for 200 guests, including the full setup and product visual merchandising.

SIA WESTLAKE
Sales and Operations Coordinator
04/2023 – 03/2025 | Remote
Managed communication with around 100 clients per month through calls, SMS and lead follow-up, coordinating shipments and resolving issues via Creatio CRM.

MADARA Cosmetics, AS
Marketing and Sales Assistant - Internship
07/2024 – 08/2024 | Riga, Latvia
Supported the brand's Paris market launch: audited the e-commerce site for the French market and handled visual merchandising for its stand at Galeries Lafayette.

CERTIFICATES

Inside LVMH Certificate
LVMH-certified in Luxury Brand Management, demonstrating skills in customer experience, brand storytelling, sustainable practices, and retail excellence in the luxury sector.

HubSpot Email Marketing Certificate
Certified email marketing strategist skilled in audience segmentation, campaign optimization, impactful design, deliverability, and performance metrics.