

**ELINA BOEVA** Marketing & Creative Strategist, Journalist, Editor  
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## Employment

Freelance

August 2018 - Present

Marketing Strategist & Creative 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

DesignWanted Magazine

December 2024 - May 2025

Digital Editor

Editorial development & full-time contributor. Founded in 2015 in Milan, Italy, DesignWanted explores design trends and innovation, while connecting the design community on a global scale. [Published Work](#)

Milan, Italy

[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

[Swiss School of Higher Education \(SSHE\)](#)

2020-2022

International Relations

Master's Degree

Montreux, Switzerland

[Istituto Europeo di Design \(IED\) & University of Westminster](#)

2017-2020

Fashion Marketing and Communication

Bachelor's Degree (in English)

Milan, Italy

[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, 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 Enninful'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 Enninful pays homage to his legacy.

[Lypsinka Lets Loose](#)

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

[David Lynch's bottomless paint box](#)

A career spanning the last five decades, David Lynch's cinematic panache has stood the test of time for a reason. The Lynchian aesthetic, so singular and so peculiar, will continue to live on far beyond the silver screen.

[A piece of the sky within your grasp](#)

Relative Distance, a contemporary design studio founded by industry veterans Roland Ellis and Dev Joshi, makes its dazzling debut with Phase. Simultaneously a lunar light and long-form timepiece, the limited edition artwork is strikingly synchronized with the moon's real-time orbit.

[Jenna Basso Pietrobon's open thread](#)

Jenna Basso Pietrobon's imaginative ceramics concept Break the Mold is untameable. In its latest and most emotionally charged chapter, the multidisciplinary Canadian-Italian artist pays homage to the women in her life—the ones she grew up with and the ones she ceaselessly admires from afar.