Andreina Nicasio Bautista

Artist Name: La Reinarde
Linkedin
Portfolio
lareinarde@nite-x.com
+1 732 762 2886

Summary

Multidisciplinary creative with experience across talent and client relations, visual storytelling and creative event production. Background working with photographers, DJs, artists, agents, vendors, and luxury brands in music, fashion, art, and hospitality. Passionate about identifying culturally significant talent and creating spaces that connect audiences.

Education

Florida International University
Bachelor in Digital Communications & Media Studies 2020

LIM College
Bachelor in Fashion Marketing 2017

Skills

Photo Editing
Talent Buying
Graphic Design
Editorial Content
Artist Relations
Content Creation
Event Production
Client Management
Marketing Strategy
Creative Production
Typography
Visual Storytelling
DJ / Sound Equipment

Tools

Adobe Photoshop
Adobe InDesign
Adobe Lightroom
Adobe Illustrator
Adobe Acrobat
Adobe Premiere Pro
Figma
Slack
Microsoft Office Suite
Google Workspace
Canva
SEO
Mailchimp
Capcut
Serato / Rekordbox
Instagram / Tik Tok

Fluent in Spanish & English
Jersey City, NJ / New York City

Experience

Communications and Event Director Nov 2024 – Feb 2026
Indochine
- Led creative direction for visual content to elevate brand visibility and drive audience engagement.
- Develop and execute campaigns integrating influencer partnerships and paid media strategies.
- Generated over 500,000 Instagram and Facebook impressions in the first month with continued growth.
- Coordinated talent bookings, such as DJs, live acts and more.
- Oversaw event buyouts from large-scale productions to intimate gatherings.

Graphic Designer, Photographer & DJ Oct 2024 – Present
Freelance
- Art directed and produced visual identities, including logos, cover art, flyers, and social media assets, for events, restaurants, and brands across print and digital platforms.
- Conceive and produce independent publications including zines and photobooks, integrating original typography and photography.
- Shoot analog photography for beauty, portrait, and event clients.

Artist Liaison Oct 2023 – Oct 2024
Trunk Archive, Great Bowery
- Served as the primary creative liaison for a roster of photographers, managing relationships, communications, and representation strategy.
- Curated and maintained a large photo library while sourcing and championing underrepresented artists.
- Secured editorial placements with luxury brands and top-tier publications including Vogue, Rolling Stone, People Magazine, and the New York Times.

Editorial Sales Agent March 2022 – Oct 2023
Trunk Archive, Great Bowery
- Managed editorial client accounts and negotiated licensing agreements for image usage across print and digital publications.
- Curated image selections tailored to editorial briefs and ensured timely delivery under tight deadlines.

Founder / Creative Director Jan 2017 – Present
Nite X
- Founded and led an independent creative platform dedicated to artist discovery and multi-medium distribution.
- Directed all visual output across web, social media, and physical merchandise including zines and art books.
- Produced 30 to 35 events per year ranging from intimate photography showcases to nightlife events with 400+ guests, managing talent booking, sponsorship outreach, fundraising, and budgets.

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Clients & Collaborations

Selected Editorial Clients:

- Vogue Mexico & Brazil*
- Rolling Stone*
- People Magazine*
- New York Times*
- The Times Magazine*
- Grazia*
- The Guardian*
- The Telegraph*
- Daily Mail*
- Financial Times*
- Paola Kudacki*
- Donna Trope*
- Camila Falquez*
- Cliff Watts*
- Fernando Gomez*
- Felicity Ingram*
- Felix Cooper*
- Emman Montalvan*
- Giampaolo Sgura*
- Scandebergs*
- Nadine Ijewere*
- Jess Ruby James*
- Xavi Gordo*
- Txema Yeste*
- Meredith Jenks*

Partnerships / Collaborations:

- Art House**
- Porta**
- Hudson Hound**
- BENEATH NJ
- Superior Ingredients**
- Joonbug Presents**
- Barangay**
- Pianos NYC**
- Bunkr**
- Soho House****
- Indochine****
- Maxwell Alley**
- Georgia Room**
- Jersey City Free Public Library**
- PAC Studios**
- Mana Contemporary**

Other:

- Lumora**
- Women's Rising**
- Ill Points***
- Primo****
- Social Casa Talent****
- Insight Media****

* Worked with via Trunk Archive
** Worked with via Nite X
*** Worked with via The Roar
**** Worked with Indochine