

Andreina Nicasio Bautista

Artist Name: La Reinarde

[Linkedin](#)

[Portfolio](#)

lareinarde@nite-x.com

+1 732 762 2886

Summary

Multidisciplinary creative director and producer with a track record spanning brand campaigns, live events, editorial content, and independent publishing. Proven ability to lead visual storytelling from concept through execution across digital, print, and experiential formats. Experience managing talent, budgets, and client relationships for luxury brands, top-tier publications, and independent venues.

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
Microsoft Office Suite
Google Workspace
Canva
SEO
Mailchimp
Capcut
Serato / Rekordbox

Fluent in Spanish & English

Experience

Social Media Manager & Event Assistant **Indochine**

Nov 2024 - Feb 2026

- Led creative direction for all visual content across photo, design, and video 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 across both platforms.
- Coordinated talent, oversee large-scale productions, and manage event buyouts.

Graphic Designer & Film Photographer **Freelance**

Oct 2024 - Present

- 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 **Nite X**

Jan 2017 - Present

- 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

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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*
- Scandeborgs*
- Nadine Ijewere*
- Jess Ruby James*
- Xavi Gordo*
- Txema Yeste*
- Meredith Jenks*

Venue & Brand Partnerships:

- Art House**
- Porta**
- Hudson Hound**
- Superior Ingredients**
- Joonbug Presents**
- Barangay**
- Pianos NYC**
- Bunkr**
- Soho House****
- Indochine****
- Maxwell Alley**
- Georgia Room**

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