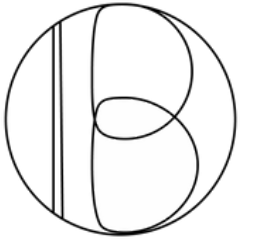


IRINA BEZNEA

BRAND STRATEGIST



PORTFOLIO





About Me

My goal is to help brands step into the world.

I specialise in brand design and strategy, helping you launch or elevate your brand. Crafting a compelling brand story requires thoughtful strategy, ensuring it aligns with your business values and resonates with your audience.

With a background in Marketing and Market Insights, I provide innovative strategies to grow your business and engage your audience.



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LOGO DESIGN





theModern

NEW YORK

LUXURY HOTEL & SPA

tM

Welcome to our boutique hotel, a modern and sleek oasis in the heart of New York City. Whether you're here for business or pleasure, our hotel is the perfect sanctuary to escape the hustle and bustle of city life. Each of our uniquely colored rooms offers a one-of-a-kind experience, inviting you to

discover a new dimension of comfort with every stay. After a day of meetings or exploring the vibrant streets of the Big Apple, unwind in our tranquil spa, open every evening to help you relax and recharge. Enjoy serenity in the heart of the city.

www.themodernboutiquehotel.com

theModern

Spa Menu

FACIALS

Rejuvenating Facial

Replenishes moisture for dry skin with gentle exfoliation, a hydrating mask, and soothing massage. Leaves skin soft and glowing.

Cleansing Facial

Deep cleanses and unclogs pores with salicylic acid and extractions, calming redness and balancing acne-prone skin.

Anti-Aging Facial

Combats wrinkles and sagging with collagen-boosting serums, firming masks, and LED therapy for a youthful complexion.

Brightening Facial

Targets dull skin and dark spots with vitamin C, exfoliation, and brightening masks for a luminous, even-toned glow.

MASSAGES

Swedish Massage

A relaxing full-body massage using long, gliding strokes to relieve muscle tension and improve circulation. Perfect for overall relaxation.

Hot Stone Massage

Smooth, heated stones are placed on key points of the body and used in the massage to soothe tense muscles and promote relaxation.

Thai Massage

A dynamic massage that involves stretching, pulling, and rocking techniques to improve flexibility, relieve tension, and boost energy flow.

Deep-tissue Massage

Targets deeper layers of muscles with slow, firm pressure to alleviate chronic pain and muscle knots.

Aromatherapy Massage

Combines gentle massage techniques with essential oils to enhance relaxation, and relieve stress through the power of scent.

Prenatal Massage

A gentle, soothing massage tailored for pregnant women to alleviate back pain, reduce swelling, and promote relaxation.



Opening times: 9 am - 8:30 pm. For in-room massages, please ask us at the reception.

Magazine ad and spa menu for a boutique hotel project

04

HELLO NEIGHBOUR!

I've recently opened a salon in your building & would love to get to know you!

At Beauty by Gentiletza you get:

- Facial treatments
- Facial & craniosacral massages
- Waxing with traditional wax
- Eyebrow styling
- Eyelash laminating

With this voucher you get **10% off** on your first visit!

For reservations or more info, you can reach out to me by phone, Whatsapp, Facebook or Instagram

@beautybygentiletza +40742179790





SERVICII SALON

TRATAMENTE FACIALE / FACIAL TREATMENTS

Microneedling	450
Curățare Casmara / Cleaning Casmara	250
Infuzie Oxigen / Oxygen infusion	150
Oxygenera	450
Hidratare Casmara / Hydration Casmara	350
Monodozal	400

SPRÂNCENE & GENE / EYEBROWS & LASHES

Pensat / Eyebrow tweezing	40
Vopsit sprâncene / Eyebrow tinting	25
Vopsit gene / Eyelash tinting	25
Laminare gene (In Lei) / Laminating eyelashes	250

MASAJ / MASSAGE

Facial simplu / Simple - 30min	100
Facial + Craniosacral - 45min	180
Facial + Craniosacral + Maini / Arms + Mască led / Led mask	250
Sculptural / Sculpting	150
Facial cu piatra Gua Sha / with Gua Sha stone	100

EPILAT / WAXING

Lung / Full leg	70
Scurt / Half leg	50
Axilă / Armpits	25
Linie Bikini / Bikini line	30
Brazilian / Brazilian	70
Brațe / Arms	40
Abdomen / Stomach	35
Spate / Back	35
Fese / Buttocks	25
Buză superioară / Upper lip	20
Față / Face	30
Bărbie / Chin	15

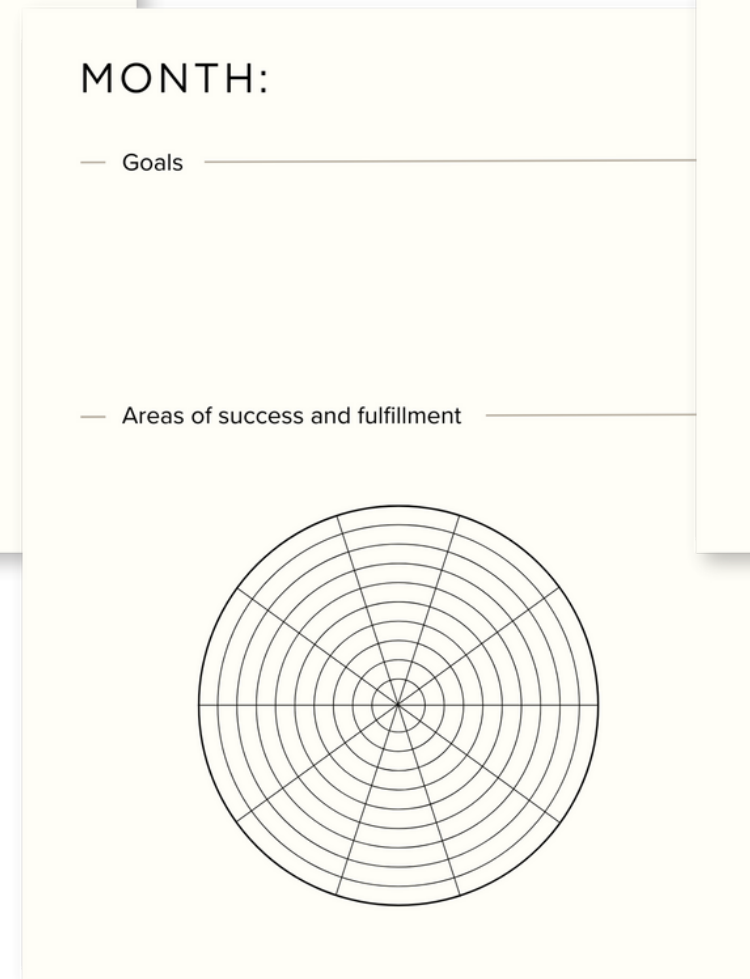
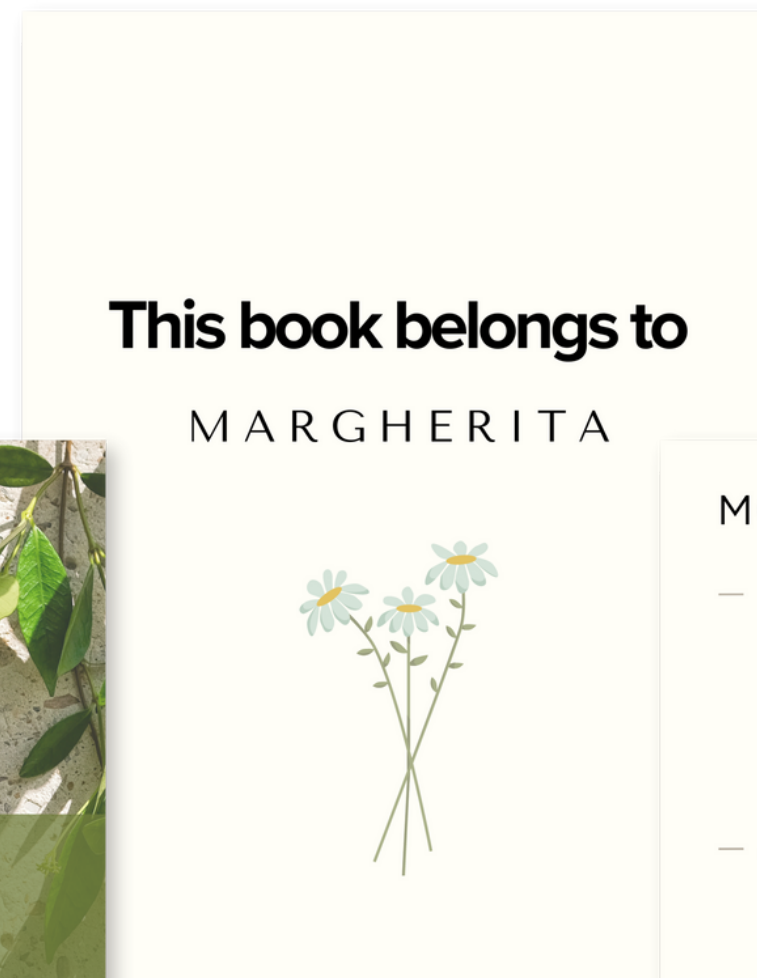


Flyer and services menu for a beauty salon (bilingual)



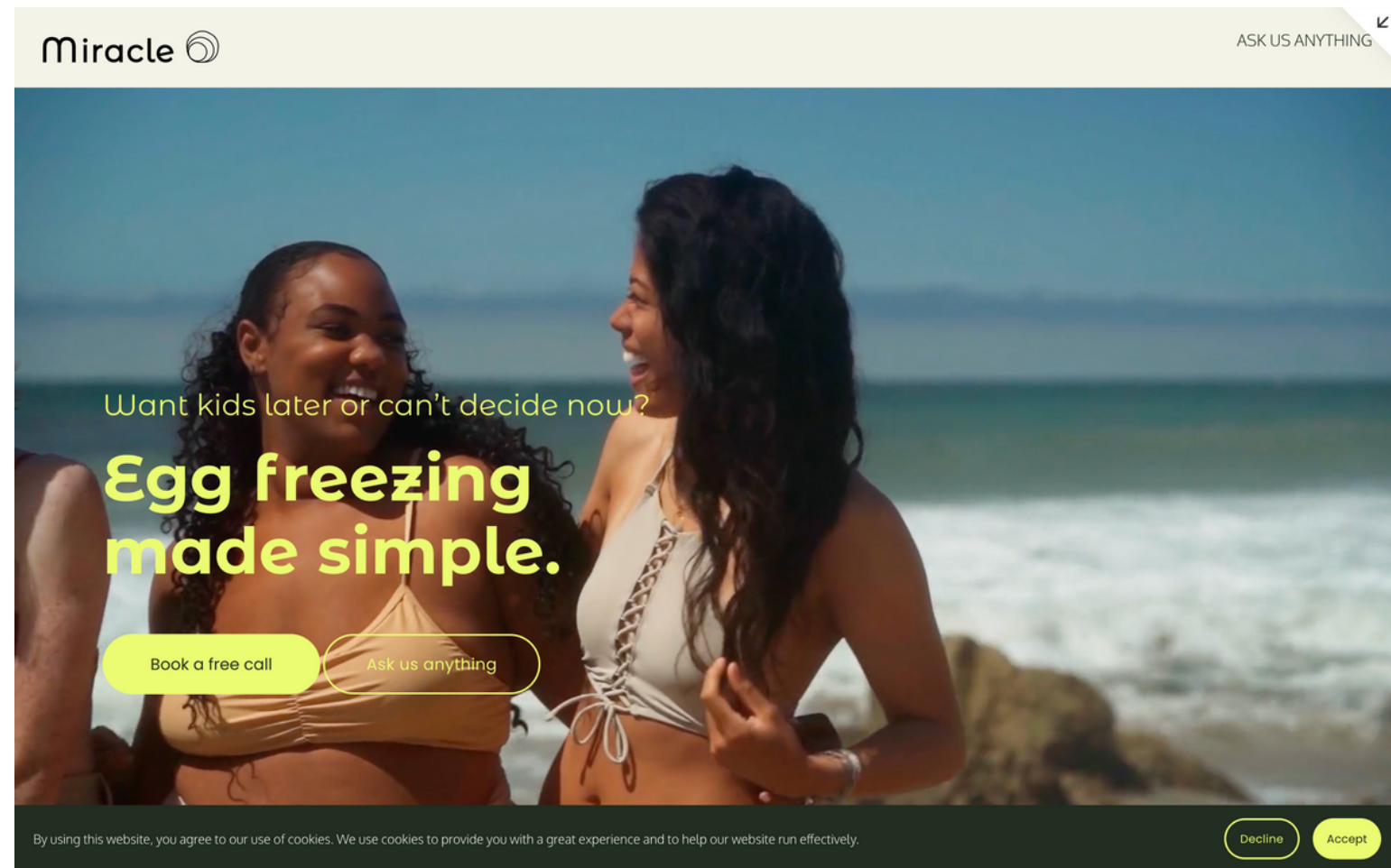
Wedding menu
and signs
(bilingual)

PRINT DESIGN

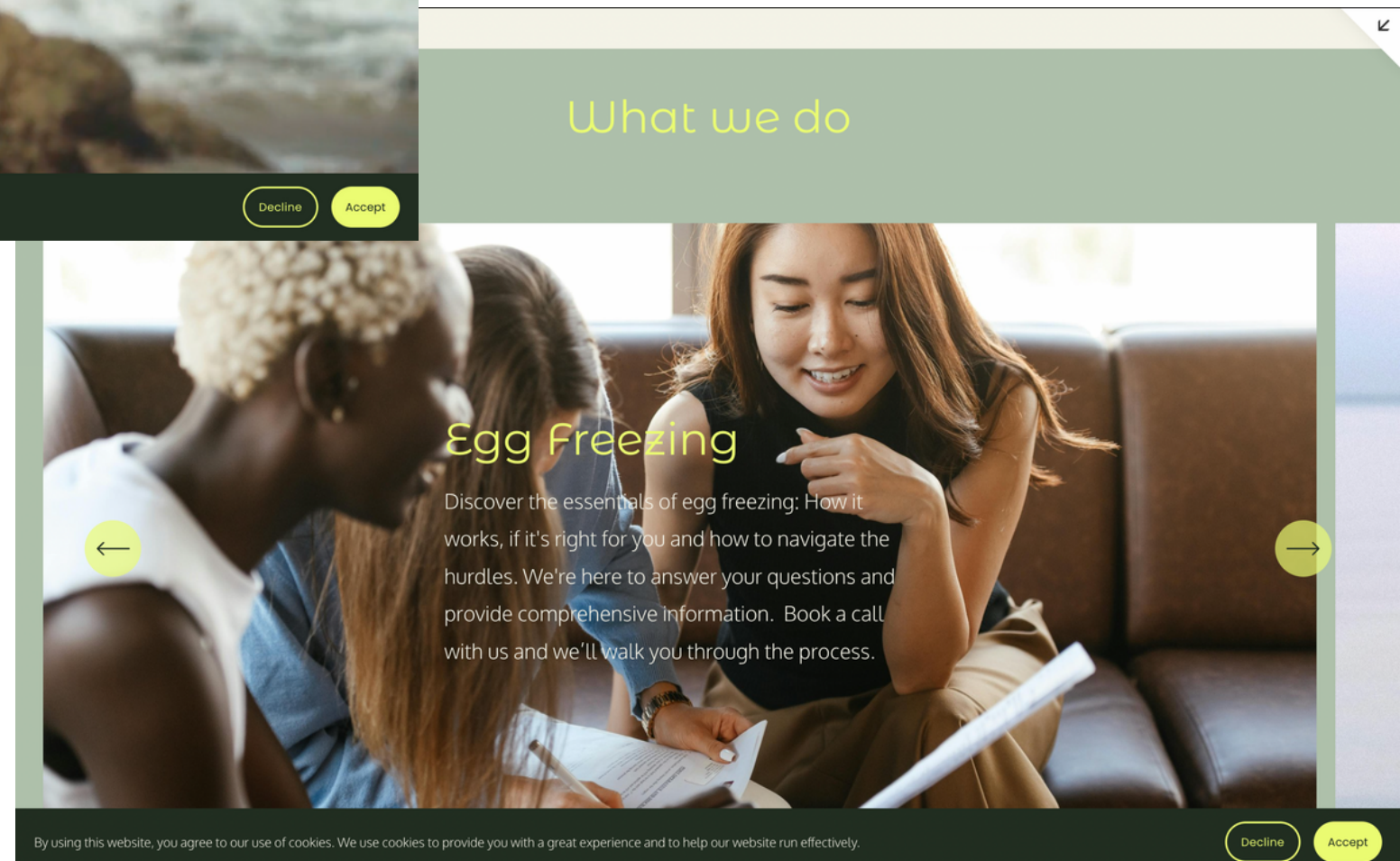


A customised
habit journal

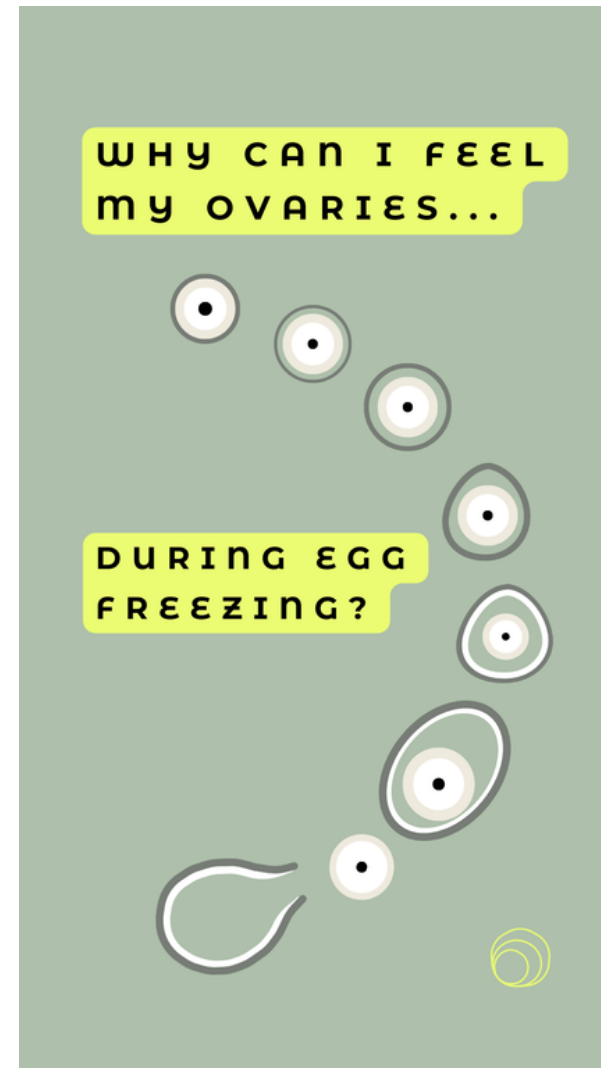
WEBSITE DESIGN



A few snippets from a website for a fertility expertise business *[Please note: the website is not yet live]*



SOCIAL MEDIA



Reels and posts for a fertility
expertise business
@miracle.eggs

SOCIAL MEDIA



1. CIOCOLATĂ NEAGRĂ

- Hidratează și îmbunătățește textura pielii.
- Crește rezistența la UV, reducând arsurile solare.
- Alege ciocolată cu 70% cacao și antioxidanți beneficii.

3. CARTOF DULCE

- Bogat în **beta-caroten**, un ecran solar natural care protejează celulele pielii de expunerea la soare.
- Ajută la prevenirea arsurilor solare, uscăciunii și ridurilor.

2. SEMINTE DE FLOAREA-ȘII

...n vitamine și minerale esențiale pentru piele, inclusiv **vitamina E, seleniu și zinc**.

...la protejarea și menținerea sănătății pielii.

Reels and posts for a beauty salon @beautybygentiletza

Infuzie oxigen

Oxygenul care patrunde pielea are o puritate de 97%, echivalentul aerului proaspăt de munte! Care sunt beneficiile?

SUMMER GIVEAWAY!

Intră în concurs

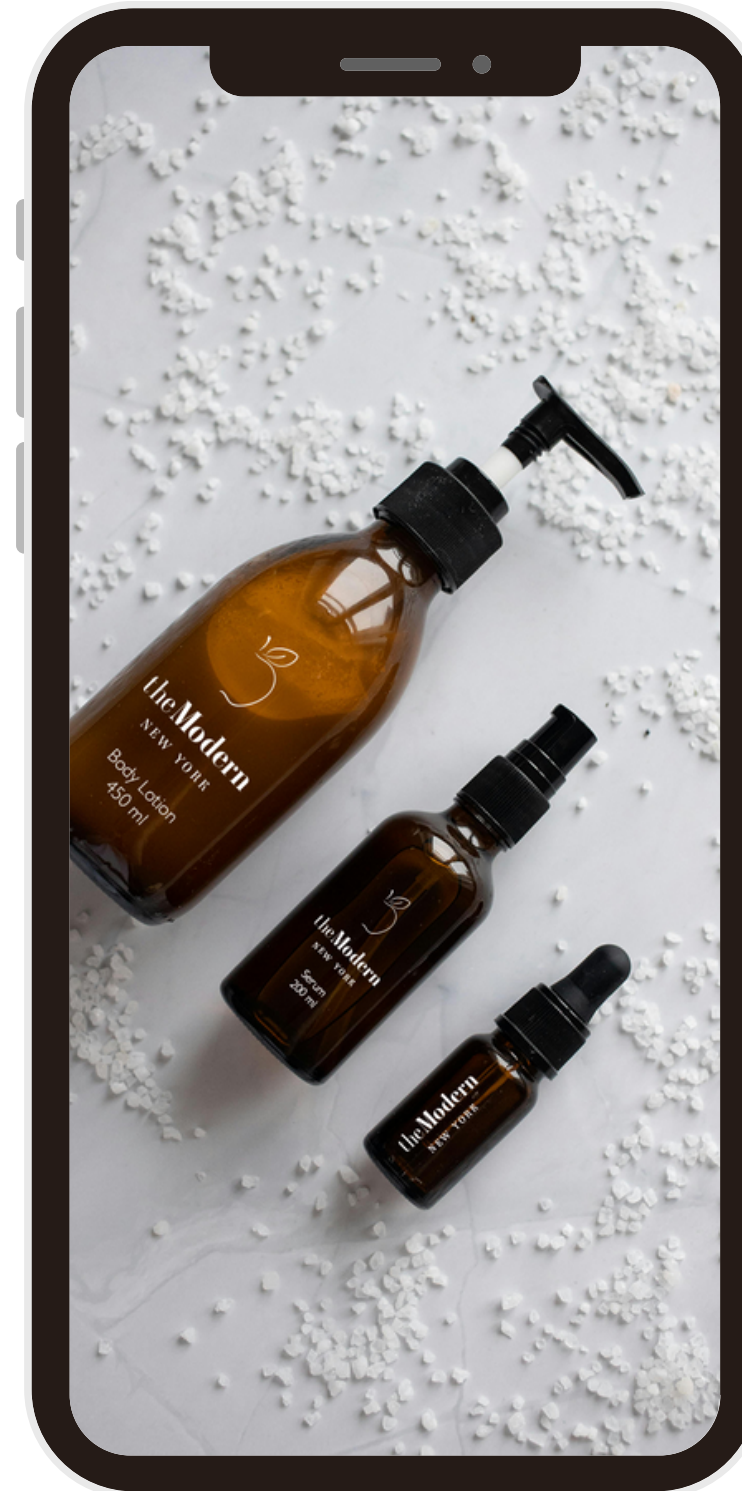
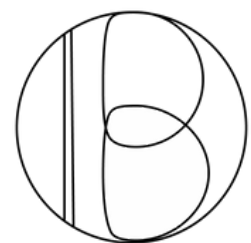
Și primești o cremă SPF de față + un epilat GRATUIT

@beautybygentiletza

LET'S CONNECT

I would love to hear from you!

Reach out to me for any queries at
bezneairina@gmail.com



www.bezneairina.wixsite.com