



# DEMILEIGH BARLEY

*Fashion Business and Promotion Graduate*

## CONTACT INFORMATION

*Click the links below*



[demileigh.barley@mail.bcu.ac.uk](mailto:demileigh.barley@mail.bcu.ac.uk)



<https://www.instagram.com/demibarleyfbp/>



<https://www.linkedin.com/feed/>

## MY BUSINESS VENTURES

*Click the links below*



<https://www.instagram.com/styledbydem/>



<https://www.instagram.com/royalkissaccessories/>



<https://www.instagram.com/bydemibarley/>

## KEY SKILLS

- Friendly and approachable
- Assertive and motivated
- Able to work on own initiative
- Leadership qualities
- Good computer skills
- Good communicator
- Creative writing style
- Good knowledge of media landscape
- High attention to detail
- Excellent time management

## MY INTERESTS

Fashion is one of my main interests, as it enables me to express my individuality, whether this is designing, creating or producing, fashion has led to me setting up multiple brand names.

Royal Kiss Accessories is an online business primarily advertised on Instagram. I sell a range of hair accessories, including headbands, hair clips and scrunchies. My business has grown since launching as I am now also offering hand embellished hair accessories.

Eye Envy is my latest venture, due to COVID-19 and being in lockdown I decided to launch a strip lash brand, allowing individuals to feel glam whilst being at home. I wanted to put a positive twist on COVID-19, allowing people to do what they normally would, providing a snippet of normality in such obscured times.

Styled by Dem is an account that I update in my spare time, this account allows me to inspire myself and others when putting an outfit together, ultimately learning as I go.

## EDUCATION

### **Birmingham City University - Fashion Business and Promotion Graduate May 2020**

My course has allowed me to gain an insight into many different job roles, including my desired job role, Marketing and Public Relations, or Events. Whilst also studying Events, and my Independent Final Major Project, and more.

**Marketing and Public Relations** - This module required to undertake a comprehensive and independent study on a cause of our choice. The cause I focused on was knife crime, and the effects it has on victims and their families. I was tasked with writing an academic report and present a verbal presentation, developing my research skills, exploring the parameter of my cause, constructing a marketing and PR strategy to support my ideation.

#### **Key Skills Learned:**

- Using market research to develop content that reflects on my chosen cause
- Created innovative and impactful content that optimises the path to conversion
- Can work in a fast-paced environment

**Events** - This module was a team effort, whereby me and 7 team members had to plan, promote and carry out an event, raising as much money as possible in the process for our chosen charity Saint Basils. The event plan detailed marketing, sponsorship, promotion, PR and finance, I was the finance manager, although I assisted and helped the event director, and the fundraising manager. I also created and printed the flyers and other marketing materials for the event. The event was required to understand the Charity as a brand and align itself with the brand and identify a target consumer. Our company name was "REL-EVENTS", and we created a "blogger-style event", attracting over 100 guests raising a total of £1255.55 for the charity, predominantly made up of entry tickets, raffles and auctions.

#### **Key Skills Learned:**

- Excellent organisation and time management skills
- Able to work off own initiative and the ability to motivate others

**Independent Final Major Project** - This module offered the opportunity to personalise my journey, and to look beyond what is happening in the industry, and to inspire what is next in the fashion and lifestyle sector. Offering opportunity to develop existing skills and to create my own concept ideas whether entrepreneurial or creative to identify a gap in the current market. This module had several key stages, starting with the ideation process to develop ideas and be presented to a panel, then developing into assessed evidence of the research journey and collaborations to help support my work. My concept was a gender-neutral fashion magazine, which was supported with an app, website, marketing campaigns and social media.

#### **Key Skills Learned:**

- Attention to detail with the ability to work under pressure and to tight deadlines
- Proficient in the use of PowerPoint, Word, Excel and InDesign

### **Saint Francis of Assisi Technology College - A-levels 2015-2017**

I achieved three a-levels in Fashion, Law and Health and Social Care grading from A\* - D

### **Saint Francis of Assisi Technology College - GCSE 2010-2015**

I achieved nine GCSEs, including English and Mathematics all grading from A\* - D



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## EXPERIENCE

**Royal Kiss Accessories | Marketing, Business Owner | Instagram Account | June 2019 - Current** - As the owner of Royal Kiss Accessories, the Instagram and Facebook page is updated by myself. Keeping on top of the marketing, page layout and giveaways. The business launched in June 2019, and since then the brand has gifted a few items to micro-influencers slowly building up the brands engagement.

**Cock "n" Bull.co | Marketing Assistant | Birmingham, West Midlands | July 2019 - Current** - Since starting my current job role at Cock "n" Bull.co, i have progressed within the company, suggesting and creating marketing ideas for the brand to use inhouse and online. With the outbreak of COVID-19, and the company temporarily closing, the brand needed to up their marketing to keep consumers engaged. Therefore, i made multiple marketing suggestions such as changing the logo of the brand to blue to show support for NHS staff, and other individuals working on the front line.

**Hidden Fashion | Stylist | Birmingham, West Midlands | April 2019** - One of the requirements of our course was to complete a two-week placement at a brand of our choice. I reached out to Hidden Fashion, as i was already familiar with the brand due to working with them closely on our event. My job role whilst being at placement was styling for their campaign shoots, Instagram shots and their website uploads. I styled outfits for different occasions, my favourite being "going out looks", and "chilled vibes". My placement at Hidden Fashion then led me to being offered a Summer job as a Social Media Outreach.

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## MOST RECENT EMPLOYMENT HISTORY

**Cock "n" Bull.co | Waitress / Bartender | Birmingham | July 2019 - Current**

Cock N Bull.Co is my current employment, where I am a bartender / waitress. Cock N Bull.Co has allowed me to adapt to a new environment. I have developed my skills from my previous bartending role, whilst also learning new skills. I have helped in different ways utilising my main skills by marketing their events and creating their posters for advertisement, taking on a managerial role at times by organising and supporting colleagues.

**Key Skills Learned:**

- Courtesy
- Politeness
- Interaction

**Selfridges.co | Sales Assistant | Birmingham | November 2019 - April 2020**

During my time at Selfridges I have worked within the click and collect department, as well as the beauty workshop. Both departments offered different challenges, different roles and responsibilities and different teams to work with. Working for a company as well established as Selfridges taught me to be professional whilst being as productive, polite and courteous as possible. I immediately found my feet within this role, which has given me confidence to adapt to any role moving forward. The variety in responsibilities and customers brought many new challenges each and every day, teaching me how to deal with such scenarios for future roles. However, due to COVID-19 every employee that had been working for the company for less than six months. Therefore, unfortunately I was let go due to the unforeseen circumstances.

**Key Skills Learned:**

- Professionalism
- Multitasking
- The use of upselling products

**Hidden Fashion | Social Media Out Reacher | Birmingham | June 2019- September 2019**

This role was attained following a week's work experience with the company, after which I was hired as an employee to continue to learn and help this small, family run business. This role was perfect to aid my current education, working within the fashion industry, gaining an understanding of what is expected in a real fashion company.

**Key Skills Learned:**

- Understand the use of Adobe InDesign
- Experience within a blogger outreach role
- Creative

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## FULL UK DRIVING LICENSE

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## REFERENCES

**Sophie Johnson** | Birmingham City University, Module Leader- PR | Telephone: 01213327601 | Email Address: sophie.johnson@bcu.ac.uk

**Kiran Rall** | Hidden Fashion CEO | Telephone: 077983803553 | Email Address: kiran@hiddenfashion.com

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