

## EMAIL

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# Lené Baker

FASHION BRANDING & COMMUNICATION

## REFERENCES AVAILABLE UPON REQUEST

A fashion branding & communication graduate with a key interest in creative direction.

Having years of experience working in the entertainment industry and excellent interpersonal communication skills, building and maintaining professional and personal relationships is paramount to my success. I am self-motivated and strive to help others. Building confidence and ensuring accurate representation is at the heart of all that I do.

## SKILLS:

- Basic indesign
- Basic photo shop
- Limited illustrator
- Communication
- Research
- Critical analysis
- Trend forecasting
- Styling
- Event management
- Organisation
- Customer service

## EDUCATION:

- A level psychology
- A level sociology

BTEC extended diploma awarded double Distinction\* (4x A\*)

10 GCSEs at grade C or above

## PROJECTS:

### KINK STARTER

Extensively researched, designed and successfully curated a fully-branded nightclub event. Also creating corresponding digital and printed media – Branded promotional video and photo album. Liaised and collaborated with Venues, Photographers and Videographers, negotiating costs and requirements, as well as, casting and communicating with performers. Managed and directed the event. All social media and promotions, including the creation of promotional materials.

### RESEARCH DISSERTATION

“TABOO OR NOT TABOO?: Exploring the relationship between attitudes towards authentic BDSM/Stripper apparel and High street BDSM/Stripper appropriated styles” - Fully researched a topic of choice, through primary and secondary measures. Critically analysed all findings to form an academic, non-biased, fully justified and reasonable conclusion.

### TREND FORECASTING

Live brief given by a leading agency “BDA London” - researched, analysed and applied findings to chosen sector to create visually communicative and coherent mood boards, to convey future trend predictions for A/W19 – inclusive of colour charts, concepts and implementation ideas. – Work was selected as top 5 and invited to London to pitch ideas to the BDA London team.

### BCU BURLESQUE

Teaching Burlesque classes to students at BCU – creating and producing a number of showcase events throughout the year on different scales, i.e. Club events, small scale charity events, theatre shows and Birmingham Pride – creating appropriate choreographies, planning and styling corresponding costume, directing events, including stage management.

## WORK:

### ANN SUMMERS

*Sales Associate 2018- present*

In-depth product knowledge, Deep customer understanding – customer type identification and customer journey. Dealing with sensitive subjects with care and providing solutions to problems. Providing excellent customer service and correct customer data handling. Sales, personal fitting and styling services. An understanding of store merchandising.

### COCOA KINK

*Dancer/Entertainer 2017 – present*

Self-developed and self-branded - all marketing and PR, promotions, event management, costume design and creation. Created a strong presence within Birmingham LGBTQ+ scene, promoting body confidence, LGBTQ+ rights, rights and representation for POC and Sex Worker rights. Through this, I was head hunted and flown over to Norway to share my skills and represent through performance. Also selected to perform with pop star Charli XCX on her sold out tour whilst in Birmingham. Performed at multiple pride events around the UK. Resident performer in both Birmingham’s leading Burlesque troupe and Birmingham’s biggest LGBTQ+ nightclub.