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CONTENT CREATOR



Saleena Anya  
Content Creator

## Get in touch

saleena.portfolio   
www.saleenaanya.com   
saleena@saleenaanya.com



BA HONS - FASHION COMMUNICATION GRADUATE 2020

THE LITTLE BOOK  
OF  
DIGITAL HIGHLIGHTS  
**SALEENA  
ANYA**



CONTENT CREATOR & COMMUNICATOR

## SALEENA ANYA BAZ

FASHION COMMUNICATION STUDENT - NORTHUMBRIA UNIVERSITY

### PERSONAL STATEMENT

Name:  
Saleena Anya Baz

Email:  
saleena-b@live.co.uk

Website:  
Saleenaanya.com

@saleena.portfolio   
@saleenaanya

### EDUCATION:

BA (Hons) Fashion Communication Northumbria University

- Fashion Media and Communications.
- Media and Public Relations.
- Fashion Editorial and Journalism.
- Consumer Trend Research.

Newcastle College Sep 2015 - Jul 2017

- Level 3 Diploma in Fashion & Retail Enterprise.

### HOBBIES/INTERESTS:

- Sketching/Painting
- Gym/Fitness
- Dance/Music
- Freelance Fashion Photography & Styling

### TECHNICAL SKILLS:

- Adobe Photoshop CC
- Adobe In-Design
- Microsoft Office Suite

### EXPERIENCE

#### Sales Advisor

The Dune Group Newcastle Upon Tyne - 2015 - Present

- Daily Admin/Trade Reports.
- Driving in-store sales and delivering excellent customer service.
- Trend Analysis & Forecasting.
- Merchandising shop floor and optimising stock selling.

#### Media Management/Photographer

Triple 555 Shisha Bar Newcastle Upon Tyne - Jun 2018 - Aug 2019

- Managing all social media content for the company.
- Brand Promotion.
- Head of event design/curation.
- Event photography.

#### Campaign Developer

Fashion Revolution Newcastle upon Tyne February 2019

- A collaborative project with Fashion Revolution to promote sustainability.
- Brand/clientele research.
- Producing original, innovative and creative solutions/outputs.
- Renewing and re-branding existing products to target a new audience.

#### Backstage Stylist

Bowes Museum Newcastle Upon Tyne July 2018 (Chris Moore Exhibition)

- Directing models on the catwalk.
- Assisting photographers in set-ups.
- Styling Models.

REFERENCES AVAILABLE UPON REQUEST

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**CONTENT CREATOR & COMMUNICATOR**

**Website:** [www.saleenaanya.com](http://www.saleenaanya.com)

**Instagram:** [Saleena.portfolio](https://www.instagram.com/saleena.portfolio) 

**6+ Years Experience in Fashion Communication & Enterprise  
Northumbria University Graduate 2020**

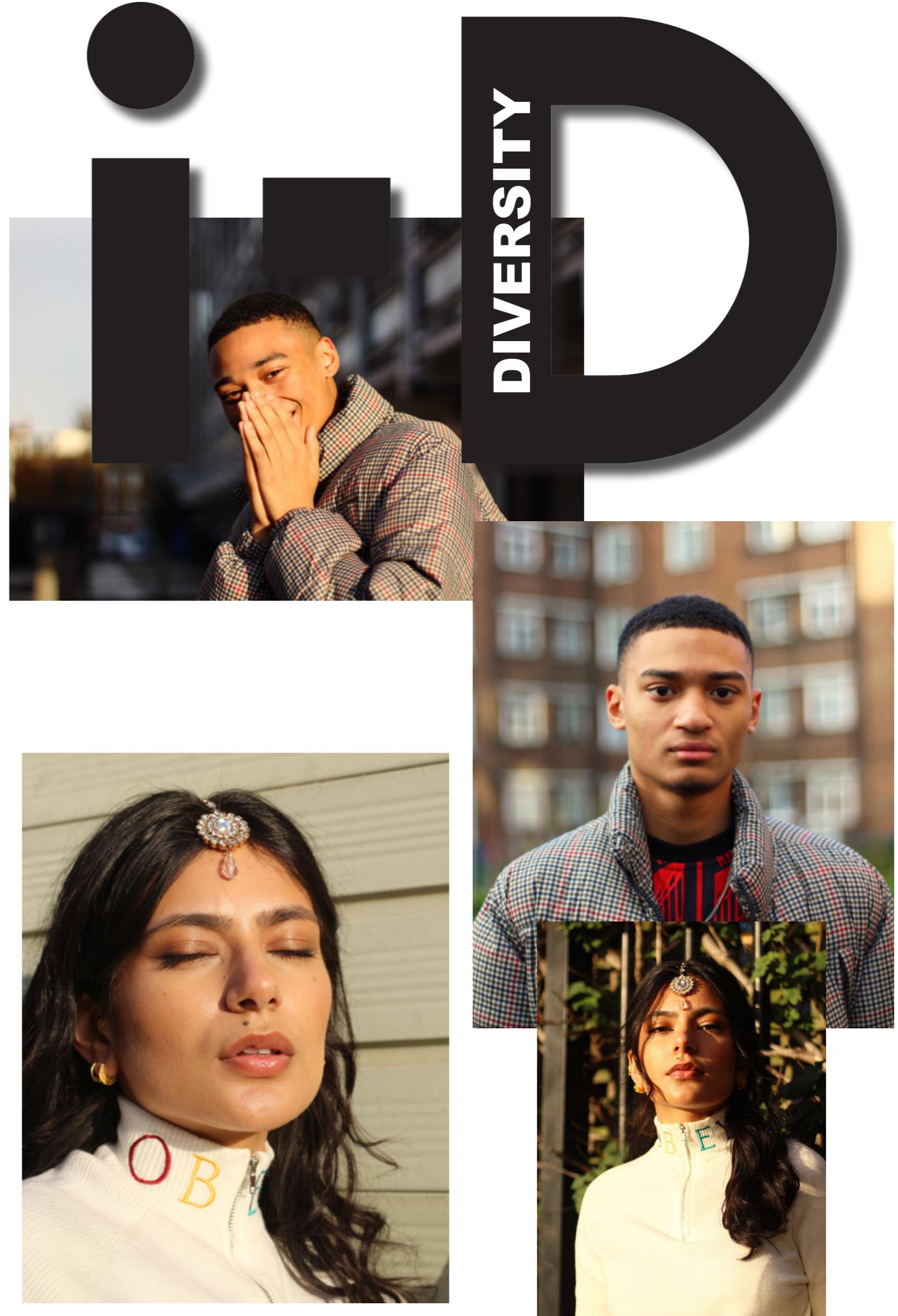
# i-D X **DIVERSITY**

**2018**

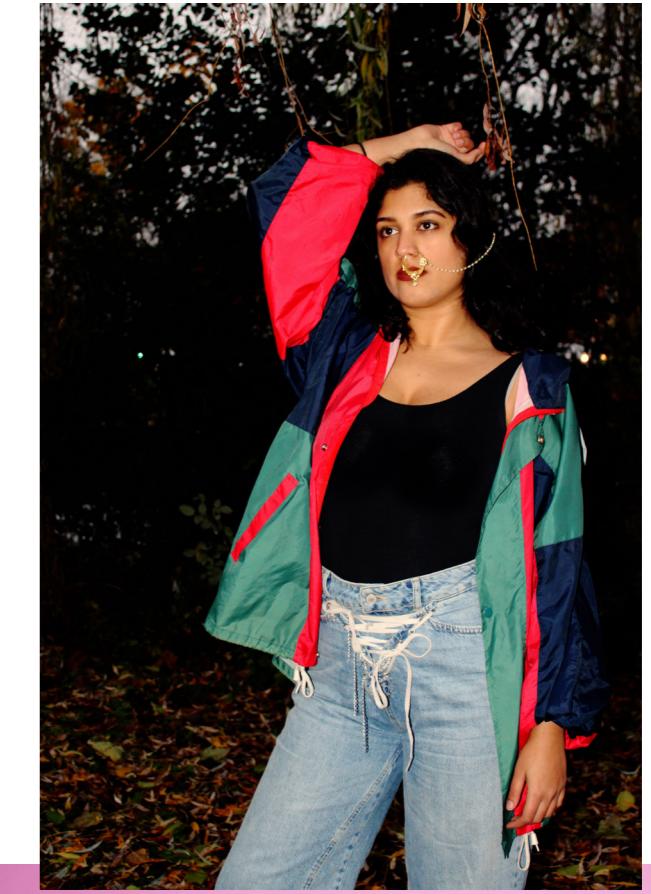
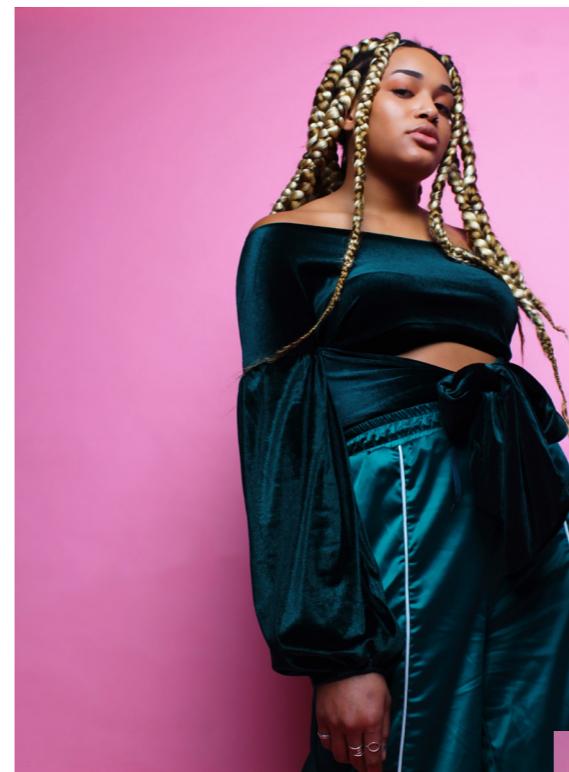
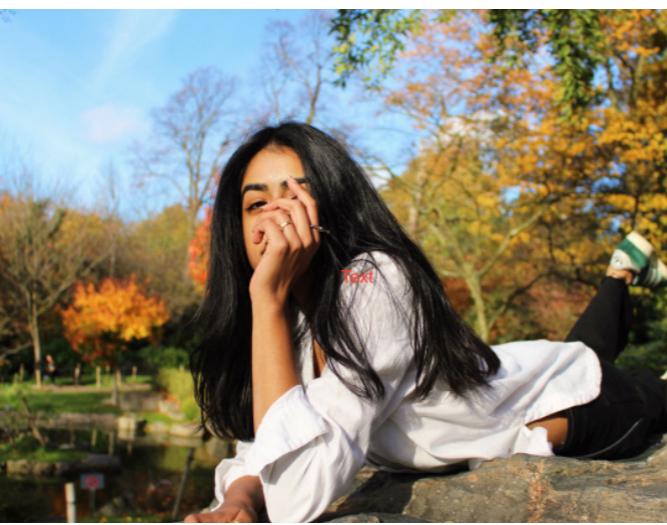
Youth, Fashion and Culture... my aim for this collaborative project was to capture the fashion of the youth and their opinions on ageism and lack of opportunities as young diverse creatives.

This project covered the areas of south and east London, York and Newcastle, each of my models were also interviewed as well as photographed as part of a documentary series feature for i-D magazine.

More at [www.saleenaanya.com](http://www.saleenaanya.com)



# DIVERSITY





The main aim of my campaign was to question the consumer mind-set about their constant need for buying fast fashion. Instead of consumers feeling anxiety and the need to buy clothes they should instead customise and re-style fashion items they already have or customise/swap them them. Connecting with the youth and all people of influence from different backgrounds and sending them forwards confidently knowing small changes will make a difference.

BE MINDFUL BE YOU.

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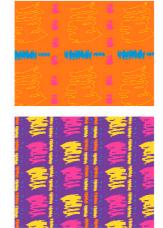
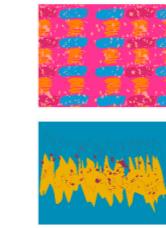
# NORTHUMBRIA FASHION DESIGN

## OPPULENCE BRAND PROMOTION 2020

As part of a visual promotional project I collaborated with a fashion design student at Northumbria University. I undertook the role of a brand consultant to promote her final major collection. Throughout the journey of this project I documented her development work and process and created unique and original promotional material for the brand.

OPPULENCE

CAPTURING HISTORY THROUGH FASHION LENS.

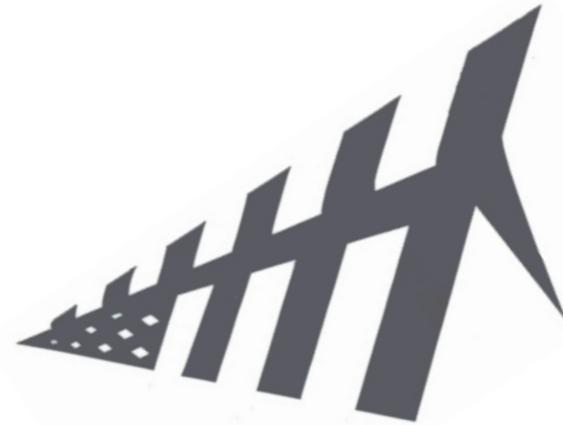


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# **ROC NATION**

## **X FASHION 2020**

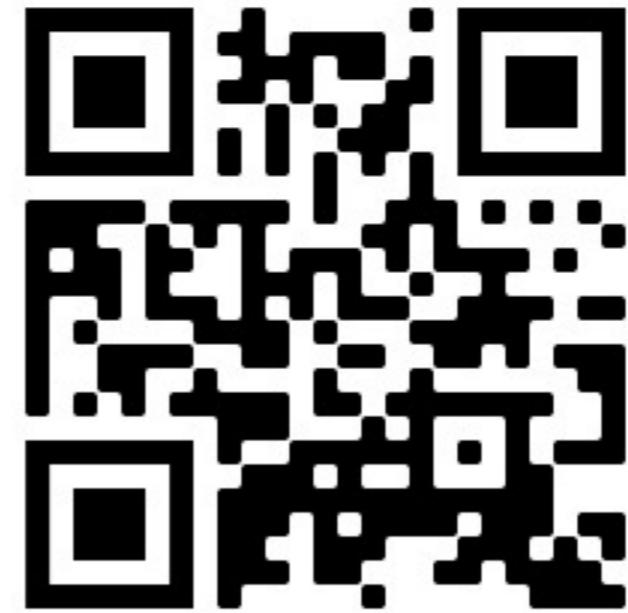
Roc Nation X Fashion is a project centred on the renowned record label founded by Shawn Carter better known as Jay Z. My aim for the project is to integrate the fashion world more closely with the brand through carefully curated strategic planning and brand consultancy tactics.



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**Northumbria University Graduate 2020  
BA HONS Fashion Communication**

**SALEENA  
ANYA**



- **Fashion Photography**
- **Editorial Direction**
- **Styling**
- **Brand Consultancy**