

## RESUMÉ

### ANNABELLE MU'AZU

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[www.annabellemuazu.com](http://www.annabellemuazu.com)

- An enthusiastic highly motivated creative entrepreneur & art professional.
- Founder & CEO of Beautifully Undressed.
- With a 15 year career in the arts as an art consultant specialising in the contemporary arts of Africa and Diaspora
- A driven and articulate individual passionate about her business in lingerie, event organisation and social media marketing maverick; excited by the challenges of setting up and running a business in fashion
- Strong curatorial, business development and project management record in business and within gallery organisations
- Excellent writing, presentation, logistical and communication skills.
- Strong track record in marketing, production, and fund-raising.

Driven & articulate creative entrepreneur and owner of Beautifully Undressed, a luxury lingerie & loungewear online destination with over 15 years experience in the arts as an independent curator/ consultant.

A social media maverick and marketing strategist, with a strong track record in fundraising in the arts and now in business. With an entrepreneurial spirit, always thinking outside of the box with an ability to support others, illustrating excellent project management and leadership skills. A passion for fashion and keen event coordinator, with exceptional writing and presentation abilities. I am an Independent worker, taking initiative and planning efficiently and a team player with good interpersonal and communication skills. A mentor to young fashion entrepreneurs and ambassador for women of colour; I am passionate about empowering women to feel amazing in their skin, through the power of lingerie

Now looking for new opportunities in an exciting environment that with further develop my various skills and expertise to learn new modes in business success.

### CAREER HISTORY

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**2013 – Present Founder & CEO: Beautifully Undressed an online lingerie emporium.** Offering a curated selection of luxury, fashion & designer-led lingerie, loungewear, swimwear and upscale seduction accessories.

- Sound business ability, Responsible for driving sales, ensuring good customer service, building relationships with all brands suppliers, and ensuring the smooth running of the online store.
- 2016 Beautifully Undressed shortlisted for UK Lingerie Awards 2016 - Online Retailer of the Year Small.
- Designed and project managed the implementation of all 3 websites.
- Working and engaged 20 + brands currently stocked on the site.
- Chief buyer of all collections
- Creative designer of Beautifully Undressed own label capsule collection.
- Consultant in lingerie design, manufacture, development, marketing and sales
- Conducting Social media marketing and implementation via the BU online presence through our Blogs, Twitter, Instagram, FB and other strategically relevant online properties with the utilisation of developed SMO and SEO strategies.
- Creative Director of all Beautifully Undressed Campaigns and Videos
- Working and liaising with contributing influencers and bloggers.

- Curated and Project managed Beautifully Undressed Lagos Lunch as part of Butterscotch Evenings.
- Excellent writing skills - contributing blogger for Beautifully Undressed blog, management of BU newsletter, creating content, including writing, editing and curating blog posts, articles, newsletters, communications materials, and material for social media channels.
- Managing the Beautifully Undressed website
- Attending industry events and planning opportunities
- Managing incoming media requests and building relationships with industry journalists, executing and measuring media campaigns.
- Responsible of online traffic and online advertising.
- Executing Beautifully Undressed's online business and brand development.
- Developed and implemented strategic partnerships with key retail platforms - Mall for Africa, Lyst.com and ProfPay,
- Developed key partnerships with and other relevant businesses & special projects with - Play Experience, Knicker Rocker Glory and Le Boutique Bazaar.

### **Marketing Director ProfPay /Mogoogi: 2014-2015**

A social media & marketing strategist for 18 months as Marketing Director at ProfPay.com, where I developed and implemented the marketing strategy and entry into the Ghanaian market for their retail arm, Mogoogi.com

Working with the COO on strategy development, and digital marketing strategies and development. Developed executed & implemented all social media platforms for ProfPay.com and Mogoogi.com

Conducted social media marketing, creating managing and growing ProfPay and Mogoogi online presence through Twitter, Facebook and other strategically relevant online properties.

- Executed and implemented multimedia and integrated media management.
- - Researched, monitored, maintained and implemented data and information to the various social media networks
- Collected and monitored the data and analytics from on-going engagement marketing projects.
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Developed and project managed all Mogoogi billboard advertising and marketing campaign. Put together and Project managed the creative team for production Mogoogi Ghana billboard campaign.

Produced newsletter and customer leads, for ProfPay and Mogoogi newsletters  
Managed overall PR and marketing with PR Company in Accra Ghana.

Liaised with the U.K. brands, including Austin Reed and Get the label alongside COO

### **Curator, Art Consultant & Director of Cocoa Arts Consultancy:**

A successful 15 year career working in the arts as a freelance curator/ art consultant specializing in contemporary African art.& founder of online gallery, Cocoa Arts

Art Fundraiser successfully raising approx. £100,000 plus in kind and cash during her 15 year art career. Developed, curated & exhibited 10 exhibitions, working with over 40 artists in Nigeria, London culminating in a ground breaking show in Dubai titled, As It Is! Contemporary African art series.

Excellent sales experience in the arts – part of team that sold most expensive African artwork, by El Anastui in 2013 at Bonham Auctioneers, for approx. \$1.5 million - previously exhibited in Dubai exhibition- As It Is

Research consultant for Poet Laureate Prof Wole Soyinka – project The history of Trans Saharan Slave Trade.

Exceptional writer, published in both art and lingerie publications and produced 10 catalogues in her artistic careers including Tapping into the known, Accident & design and As it Is, Contemporary African Art.

Managed 5 artists in her capacity as owner Cocoa Arts.

- Founder & Curator - 'As It Is!' Contemporary African Art Exhibition Series The Mojo Gallery, Dubai, UAE, December 2010 – April 2011.
  - A multidisciplinary series of exhibitions showcasing contemporary art from Africa and Diaspora, with contributors - Prof Wole Soyinka & Prof John Picton.
  - Conceived, developed & executed the concept for the As It Is, & Boot-camp Africa. Creative direction of exhibition and catalogue, managing artist relations, liaising with the gallery, organisation of the freighting of works. PR and marketing the project, developing a funding strategy with the gallery, fundraising for the project, and liaising with artists, galleries and private lenders worldwide. Securing the Patron, Nobel Literature Laureate, Prof Wole Soyinka and all contributors.
- Expanding further my curatorial experience and enhancing my creative, organisational, interpersonal and managerial skills.

NOVEMBER 2008

Participated in Windsor Contemporary Art Fair 08

- Showcased artworks of 6 international artists from Cocoa Art Portfolio.

SEPTEMBER 2008

Curator Cocoa Group Show - Coningsby Gallery, London.

- Exhibition of paintings and sculpture - French sculptor, Stevens Dossou-Yovo, Haitian painter Kis' Keya and German artist, Julia Roder.

January – June 2008

Consultant/ Research Assistant to Nobel Laureate, Prof Wole Soyinka for project 'Breaking the Silence – The Trans Saharan Slave trade' in collaboration with W.E.B Dubois Institute – Harvard University, IN – Funded by Ford Foundation.

Presented paper at Trans Saharan Slave Trade conference at Columbia University, New York in April 2008.

### **ESTABLISHED COCOA ARTS – 2007**

An Internet based gallery and art consultancy specialising in the promotion & sale of contemporary African and Diaspora Art.

November 2007

Cocoa Arts participated in Windsor Contemporary Art Fair

- Showcased paintings and sculptural work of 4 artists from the Cocoa Arts portfolio – Obi Okigbo, Julia Roder, Kis Keya and Jacob Jari.

July 2007

Consultant for 'Life in my City' International Art Festival & Competition, Nigeria 2007

April to June – 2007

Curator & Fundraiser– 'Tapping into the Known', Brunei Gallery, London in collaboration with Christopher Okigbo Foundation.

- An exhibition of paintings by Obi Okigbo and poetry of her late father, the eminent poet, Christopher Okigbo.
- Fundraised and secured sponsorship from Arts Council of Great Britain, FBN Bank, UK Ltd, Union Bank, London, Nigeria High Commission, London.

1996- March 2000

Curator/ Project Manager – ‘Accident & Design: Gani Odutokun and his Influence’, Brunei Gallery, SOAS, London

- Developed in collaboration with the artist Jacob Jari and the Department of Fine Arts, Ahmadu Bello University, Zaria, Nigeria.
- A project about the life and work of the late artist Gani Odutokun and influence and contributions ABU has made to the development of the Modern Nigerian art
- Project managed exhibition and all levels of curatorial practice undertaken.
- Fundraising - secured support and sponsorship from Arts Council, Visiting Arts, London, British Council, Alliance Francaise and Nigerian sponsors, Universal Jet Trading and NOCACO.
- Coordinated Marketing and PR strategy including interviews with National newspapers, African Art journals and local Radio.
- Liaised with the private lenders in Nigeria, the UK and the estate of Gani Odutokun.

#### Other Curatorial & Exhibition Experience

May – June 1999: Curated ‘Accident & Design’ at the Maison de France / Alliance Francaise, Lagos Nigeria.  
Oct 1997 Curated ‘Kenny in the Recent’, A sculpture exhibition, Alliance Francaise, Kaduna, Nigeria  
Aug – Dec 1995 Assistant to Rose Issa, ‘Times, traces & calligraphy’, Concourse Gallery, London  
Sept-Oct 1995 Assistant to Rose Issa- ‘SAHLI’, Leighton Gallery, London  
Oct 1995 Artists Assistant, International Sculpture Workshop, Africa 95, Yorkshire Sculpture Park  
March 93-Oct 94 Project Administrator / PA to Finance Director: Africa 95, London

#### Consultancy Experience

Jan 1996 – Sept 98 Consultant - Gallery Mu’max –Kaduna, Nigeria.  
Sept 1996 African Art consultant for Nigeria section of Kwangju Biennale, Korea  
Sept 1996 Consultant – CDT Design Ltd - Kenyan art directory

#### Articles & Papers

Nov 2007 Nka: Journal of Contemporary African Art – ‘A Curators Note – Tapping into the Known’ (published August 2008.)  
Nov1994 West Africa Magazine – article ‘Art of Africa’ – highlighting the Africa 95 Season.

#### Other Experience

Oct 2010 – 2014 Buyer & Assistant Manager Charmed Boutique, London  
Jan 2004 – Dec 2004 Assistant to Curator Rose Issa, specialist in North African Art and Film.  
Oct 1999 – Feb 2000 Assistant Essay Competition Programmer, Royal Commonwealth Society, London  
Jan – Dec 1997 PA to Director General, Royal Commonwealth Society, London

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#### PERSONAL PROFILE

Date of Birth: 24 March  
Nationality: British Nigerian  
Marital Status: Widow  
Children: 1, A’isha  
Languages: Spoken & written fluency in English, Basic French, Igbo & Hausa

#### EDUCATION

- School of Oriental & African Studies, University of London - BA Art & Archaeology 2:1
- St Helens School, Northwood - 3 A Levels, 2 A/O Levels
- Windsor Girls School, Windsor - 10 O Levels

#### INTERESTS

- Fashion, Painting, Art Collection, Architecture and interiors
- Music, dance, theatre and world cinema enthusiast
- Yoga, Pilates, Boxercise & Nutrition

#### OTHER SKILLS

Computer Literate  
Holds a clean driving licence

#### REFEREES

Prof Wole Soyinka  
(Email on request)

Kwame Acheampong  
Founder / COO ProfPay  
(Email on request)

John Picton  
Professor London University  
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