



Drew Demetry

Freelance Creative Consultant

📍 London, UK

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Links

[Website](#) [Instagram](#)

Languages

Danish (Fluent)

Arabic (Fluent)

English (Fluent)

About

Over 10 years of experience working within the creative industry from curation, creative direction, styling, branding, marketing, production and wholesale.

BRANDS WORKED WITH

- Avenso Gmbh
- Browns Fashion
- Christian Louboutin
- Ground Floor Left
- Hidayah
- Mens Fashion Magazine (Mfm)
- NAFS.space

Experience

● Creative Consultant

| Sep 2019 - Now

Consultant Sep 21- current

125miles: Fine Jewellery Wholesale & Business Strategy Consultant.

Consultant: January 19 - January 2020

Rainbow Wave: Fine jewellery wholesale Consulting.

Consultant: Sep 16- Sep 19

247 Agency: Ready-to-wear (RTW) wholesale consulting.

Consultant: Sep 19- Sep 21

Galleries Bartoux: Fine Art consultant, Marketing & PR strategist

Dan Shan - Wholesale, Comms Manager

Groundtruth. Global - Partnerships

House Babylon - Branding, Digital and Social Media Campaigns, Launch Campaigns

Tina Mønster - Branding Creative Direction



● Founder

NAFS.space | Feb 2020 - Now

- Online platform celebrating the creative queer SWANA community <https://www.nafs.space/> @nafs.space
- Gathered a selection of creatives worldwide to join the NAFS.space platform
- Creating a marketing/branding strategy for the NAFS.space
- Pitching to investors, collaborators and local councils
- Bringing diversity and equality within the LGBT community and Art Community
- Connecting and mentoring young creatives
- Creating a safer space online for marginalised creative
- Creating the first ever BROWN PRIDE in the UK @NAZAR.LDN



● Trustee // Marketing & Comms Officer

Hidayah | Mar 2021 - May 2023

Orchestrated the rebranding of the Hidayah LGBT+ logo, fostering a refreshed brand identity.

Pioneered impactful campaigns across online and offline platforms, yielding significant success.

Developed and executed a robust communication plan for the period spanning 2021 to 2022.

Implemented an effective strategy resulting in substantial social media growth and engagement.

● Visual Experience Manager

Browns Fashion | Aug 2017 - Jul 2019

- Accountable for conceptualising events, windows and instore pop-ups
- Researching and selecting artists to collaborate and showcase work in our East London Store and Farfetch offices

- o Presenting annual VM strategy and budgets to senior leaders
- o Liaising with buyers to ensure smooth brand adjacencies and to capitalise on high sell-through
- o Liaising with brands and production to make sure activation's are completed within store/brand standards
- o Overseeing weekly stock rotations for stores in correlation to overall brand and sales strategy
- o Overseeing all art sales to ensure smooth transition between artist and consumer

- **Gallery Director**

Avenso Gmbh | Sep 2014 - Sep 2015

- o Creating a strong PR strategy to increase the galleries brand awareness in the UK
- o Hosting events, art talks and working closely with PR to acquire more exposure
- o Securing B2B deals with established restaurants and hotels such as Buddha Bar and Claridges
- o The first point of contact for artists and external partners ensuring a collaborative approach



- **Supervisor, Harrods**

Christian Louboutin | Dec 2012 - Aug 2014

- o Managing a team of 15 in the busiest concession in Harrods
- o Briefing team on daily, weekly and monthly targets
- o Managing team's monthly rota
- o Surpassing monthly targets consecutively
- o Interim VM for all stores and concessions
- o Training new VM manager

- **Fashion Writer**

Mens Fashion Magazine (Mfm) | Sep 2011 - Feb 2015

- Attending relevant Art and Fashion openings and press events to take photographs and to cover stories for Men's Fashion Magazine(.co.uk), & Ground Floor Left Gallery website
- Using my own initiative to write about ideas and personal views on fashion trends and styles for www.brighterman.com and www.mensfashion-magazine.co.uk
- Guest blogging and Interviewing new designers, writing about their work for www.Muuse.com
- Updating my own personal inspirational blog frequently since 2009, www.whatisaboytodo.blogspot.com
- Writing in a humorous and witty way making fashion more enjoyable and adapting concepts of trends and styles to everyday life situations, with a touch of sarcasm and honesty <http://www.mensfashion-magazine.co.uk/?s=andrew+demetry>

- **Co-Founder**

Ground Floor Left | Aug 2009 - Jun 2013

- Initially part of my final year project to find a gallery to exhibit work in 'Contemporary Practice' successfully converted an old textile factory into a functioning live/work Gallery in the heart of east London with focus on showing new talent. The gallery ran for 3 years. – Renovated space on a minimal budget – Hosted annual Art Auction for University of East London Exhibited work by members of the YBA, i.e. Gavin Turk, Fiona Banner – Hosted various Pop-Up events, i.e. restaurants, Indoor Markets, Movie Nights, fashion events, BBC filming – Collaborated with Artistic Projects i.e. TRACES, U.E.L &The Dead Dolls

Education & Training

2015 - 2016

- **London College of Fashion**

MA, Entrepreneurship and Innovation

2006 - 2010 ● **University of East London**
BA (HONS), Bachelor's degree, Fine Art

2003 - 2005 ● **Nørre Gymnasium**
International Baccalaureate , Higher level; Art, English, Economics