

# Charlotte Osman

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Creative Director

Intuitive Marketeer

Strategic Creative

I have built a career around the skill set of building and evolving brands. But I am no longer willing to use that skill set on brands that are going to destroy the world. I refuse to use the power of creativity to influence wrong behaviour; excessive consumerism and harming people or the planet.

I provide brands with a 360 approach to their creative. My curious mindset leaves no stone unturned when bringing creativity to life through graphics, visuals, aesthetics. This relentless vision is what I am looking to harness as a Creative Director.

I believe my creativity is enhanced by my intuitively commercial and highly organised approach. I have been told that I am 'shockingly organised for a creative' as I tread the line between a project manager and creative soul. I like to describe this winning combination as a 'strategic creative'.

## Expertise

Brand Positioning  
Brand Identity  
Art Direction  
Marketing Comms  
Digital Designer  
Product Designer

## Head of Creative | Naturisimo - Clean Beauty Ecommerce | JUNE 2023 - PRESENT (9 months)

- Responsible for managing the creative team to deliver all marketing comms touchpoints: Website updates and re-design, ECRM, paid and organic social, merchandising, ATL, promotional campaigns.
- Guiding a team re-structure, workflow management process and better briefing approach to ensure creative efficiency.
- Re-defining creative look and feel through refreshed brand guidelines that address all branded touchpoints.
- Introducing and running quarterly location campaign photoshoots. Responsible for ideation, production, budget management and running of shoots. This is now a profitable element of the business. I also run all in-house studio asset production.
- Working with the CEO and Head of Brand on a category re-design for the business and leading how this translates into web design.
- Produced a record breaking Black Friday Campaign concept. Highlights include a 76% increase on target on launch and highest profit day ever for the business.

## Creative Consultant | Freelance | NOV 2021 - PRESENT (3 years, 5 months)

- Working with clients across health, beauty and fashion. Clients include: Monica Vinader, Naturisimo, Jon Richard and Columbia.
- Evolving brand identity through considered visuals (stills and moving image), aesthetic and graphics. This includes: building brand guidelines, re-designing marketing frameworks and building campaigns to align with the brand evolution and achieve brand targets.
- 360 approach to capturing and curating visual libraries to build brand worlds. Forming the concept and art direction and following on to capture the photography or videography, colour editing and retouching before producing the final edit variations for multiple outlets.

## Director | Wandering Home Ltd | JUNE 2020 - MARCH 2023 (2 years, 6 months)

- Founder and Director of Lifestyle Brand and Content Creation business. Leading creative direction of all brand touchpoints and growing a combined reach of 35k subscribers across Instagram and YouTube in 18 months.
- Sponsorship and long term partnership with Columbia Sportswear. Collaborating on their summer marketing campaigns across the UK and Europe. Receiving over 1 million YouTube views and Social Media impressions, extensive press with the likes of The Telegraph and awards with The Drum & CreativePool.

## Creative Manager | Monica Vinader | FEB 2018 - NOV 2020 (2 years, 8 months)

Creative Artworker, 2018 > Graphic Designer, 2018 > Senior Graphic Designer, 2019 > Creative Manager, 2020

- Working closely with the Head of Brand and Creative Director to reposition the brand to move into a social orientated space. Leading the visual shift and bringing photoshoots in-house to allow us to produce the level and quantity of content required.
- Project Management for weekly on-model and still-life shoots. Across all elements of production and final deployment; production, liaising with talent, sourcing, art direction, post-production, asset distribution.
- Managing all Marketing Comms touchpoints across all territories for: Website updates and re-design, ECRM, paid and organic social, merchandising, ATL, promotional campaigns, PR and partnerships, packaging design, event collateral and in-store signage and window display.

## Assistant Designer | John Lewis | JAN 2014 - JAN 2018 (4 years)

Student Design Placement, 2014 > Design Assistant Menswear, 2015 > Assistant Designer Childrenswear, 2016

- Product & Print Designer for Menswear and Childrenswear ranges. Working on trend/concept, colour palette, fabric selection, supplier relations, product briefing, fit meetings and merchandising.
- Initiated the 'Made Better' movement across the Buying and Brand Departments for Home & Fashion. Bringing Sustainability to the forefront of design and buying choices by forging new relationships and bridging the gap between the Sustainability & Brand departments of the business. This included building compulsory workshops with internal and external stakeholders, running working groups for each department and getting Made Better KPI's implemented across the whole department.

## Year in Industry | Finisterre, Christopher Raeburn, John Lewis | 2014

## Education

- **University of Leeds**  
First Class Honours BA Fashion Design (IND)  
Dissertation: 80%  
Final Collection: 92%  
Portfolio: 96%
- **A Levels:**  
English Language (A), Textiles (A),  
Fine Art (A), Media Studies (B)

## Software

- **Photography**  
Photoshop, Lightroom
- **Graphics**  
InDesign, Illustrator
- **Video Editing & Animation**  
Premiere Pro, After Effects
- **Web Design**  
Figma & XD

## Interests

Interior Styling, Photography,  
Table-scaping, DIY & Fine Art.

## References

Leanne Banks  
Monica Vinader  
Anna Olesen