

CHARLY HOYLE

CREATIVE MOTION DIGITAL DESIGNER

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I am an experienced Creative Lead and Digital Designer, specialising in motion with experience in art and creative direction. For over fourteen years, I have focused my career on creating brand-focused multi-platform visual communication within the luxury sector. I have experience working closely with executives and stakeholders to ensure assets always meet the criteria whilst being engaging and impactful. I have launched successful 360 campaigns, guidelines and toolkits across digital and print for SeanHanna/Skyler London, Callaway, Travis Matthew, FaceGym and ELEMIS. I have also lived and worked in Singapore and Shanghai, working for SPH Media as an art assistant, illustrator and designer.

I have experience building campaign ideation, storyboarding, concept development, shot list creation, on-set shooting, retouching, compositing and editing, artwork and design for final asset delivery. As a trained designer in print, digital and video, I can handle hopping from visual merchandising to digital campaign activations such as on-site banners and motion social assets. I have supported on-set and shot stills and videos for brands such as SeanHanna and FaceGym. I am also an experienced marketer in campaign activation processes and can assess analytics and tailor assets following these metrics.

I have years of managing experience; I can support and manage a team at any stage, overseeing OKRs, setting KPIs and personal development. I am training in 3D Design (Cinema4D and Blender), Mandarin Chinese and SparkAR.

Previous brand collaborations include **Condé Nast, ITV, L'Oreal, Mecca, GreatLengths and Sephora, with my work featured in HerWorld Magazine and the Contemporary Book of Illustration.**

BA (HONS) FASHION PROMOTION (MARKETING) & ILLUSTRATION UCA EPSOM

DAILY APPS

Adobe Photoshop	Adobe Illustrator
Adobe After Effects (+ME)	Adobe InDesign
Adobe Premiere Pro	Adobe Acrobat
Adobe Audition	Microsoft Office
Trello / Airtable / Asana / Miro	Cinema4D

SENIOR / MID LEVEL APPS / SKILLS

Blender	HTML/CSS/Java
Figma	Visual Studio Pro
FinalCutPro	CaptureOne
Google Web Designer	Spark ARStudio

OTHER APPS

Invision | HotJar | Effects House | Google Analytics | AI Tools

REFERENCES KINDLY ON REQUEST

ELEMIS

FEB 2023 - PRESENT

LEAD GLOBAL MOTION DESIGNER AND DIGITAL DESIGNER

I am currently the Lead Motion and Digital Designer for the ELEMIS Global Brand Team. All assets and toolkits I build are sent to the global markets when launching campaigns across EMEA and APAC. I lead the guidelines on all video assets and social posts across the markets to ensure consistency and brand awareness under the guidance of the Global Creative Director. I have led the art direction and creation of paid and organic social campaigns for ELEMIS X Shrimps collab, including the creation of all animations, the UGC activations for three January kit launches, the 2023 Holiday launch animation suite of assets, as well as various other toolkits such as the phase one activation of print assets for Rose Micro Serum and Rose Discovery and the art direction and ideation of tier B Calming Space Spray including creating Cinema4D 3D assets and campaign videos for Rose Micro Serum. I have also worked with the US team and Sephora to create a series of brand-led in-store videos, and I work closely with DOPs and in-house Art Directors to direct, edit, and execute all campaign videos and social assets. I support global market teams in projects such as various US pop-up activations and the UK team's Selfridges Birmingham 3D balm social campaign.

FACEGYM

AUG 2022 - FEB 2023

LEAD GLOBAL MOTION DESIGNER

I worked closely with the Global Creative Director and managed all motion assets created by the two digital designers, managing all video assets for the brand. This included directing campaigns such as Holiday 2022, the 2023 21-Day Reset, Acne Light Shot, Cheat Mask campaigns, evergreen product ad serving for the digital team and daily BAU posts for the social team. I worked with the social team to redesign the brand's social visual communication across Instagram and TikTok to bring it in-line with our digital brand narrative. I also worked closely with and directed DOPs, photographers and 3D agencies and partnered with Mecca and Sephora to build two global digital activations using 3D assets I created in Cinema4D. I also crafted comprehensive 360 campaign toolkits such as 21 Day Reset, which included a suite of motion assets for social, paid and organic, various digital assets and in-store printed materials. I supported the creation of print assets such as visual merchandising and promotional material.

EXPLOSIVE BRANDS

SEPT 2021 - AUG 2022

CREATIVE LEAD

I worked as Creative Lead of the Agency, reporting to the Director and CEO, with a team of two designers to manage. I lead projects and stakeholder, and client liaison as well as third-party relations regarding outsourcing videography, illustration and design work. I managed the development of projects such as storyboarding and shot list development and worked with the account and project manager to ensure timelines were met, and budgets were optimized. I developed critical paths for international clients expanding Global activations across digital and print including events and videos. I led the redesign of brand guidelines, logos and manifestos, event planning and asset delivery including print and digital media such as event merchandising and hype videos. I developed a podcast series with visualisation, commissioning sound editors and voice-over artists to develop new media for the client. The work was B2B focused with clients such as Merck, MSD, Kaluza, ROXI and OVO.

CALLAWAY GOLF CORP

SEPT 2019 - SEPT 2021

EMEA LEAD CREATIVE DIGITAL AND RICH MEDIA DESIGNER

I worked with the social, retail and PR teams to lead all social, digital and rich media campaigns for Callaway Corp's brands and associated affiliates across the EMEA market. Brands including TravisMathew, Odyssey, Audemars Piguet, Rolex and The European Tour. I also supported my two designer colleagues in building toolkits of print material for each campaign such as point of sale, store fixtures and visual merchandising assets. I ideated, developed, and launched rich media campaigns working with third party servers on media partners across UX app and online such as TopGolf, Hole19 and Norsk Golf. I created a series of motion graphic campaigns with the European Tour across two seasons, and I led the design and launch of two VIP pale ale labels for TravisMathew. I was the sole designer during nine months of lockdown and during this time I developed and pitched an animated-focused campaign launch for Big Bertha, across digital and print which was launched successfully.

SEANHANNA SKYLER LONDON

MARCH 2019 - SEPT 2019

DESIGN AND MARKETING LEAD

I worked as the head of the marketing department as sole Designer and Marketing Lead, with a team of three under me. I managed and mentored a production manager, social media assistant web manager and designer reporting to the CEOs of both brands Sean, and Skyler Hanna. I led four successful 360 campaign launches featuring digital activations, social campaigns, and promotional and visual merchandising assets. I worked closely with third party brands L'Oreal, Redken and Great Lengths to develop collaborated tier A campaigns as well as tier B campaigns. I commissioned videographers and assisted on set and shot stills and footage. I also worked post-production, retouching, compositing, video grading and editing and sound editing, creating bespoke mograph comps for each launch. Together with my team, I designed comprehensive toolkits using relevant metrics, incorporating feedback from salons, during my time footfall to salons increased as well as consumer email newsletter sign-ups.

CROWD MEDIA - EMEA MARKETING AND DESIGN MANAGER

OCT 2014 - MARCH 2019

I worked in a senior team of three to create live social experiences for brands such as MTV, across Snapchat, Insta and YouTube.

FREELANCE - DESIGNER, FASHION AND ART ASSISTANT

JUNE 2008 - MARCH 2019

I worked freelance in London, Singapore and Shanghai, supporting teams in luxury, editorial and publishing, eg. SPH & Condé Nast.