



André Howard Gayle

CREATIVE DIRECTOR & CRE-
ATIVE PRODUCER

📍 London, UK

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Languages

French

English

About

LinkedIn Multimedia creative director, digital content creator and producer, social media manager, freelance creative and fashion writer, SEO long/short form copywriter. Proven problem solver and innovative, analytical thinker. Very social media adept with expert vision regarding digital and print landscapes. Technologically proficient and always up-to-date. Extensive leadership and management skills, results-oriented negotiator. Intelligent, self-motivated, ambitious. Extremely socially, politically and culturally aware. Luxury fashion and design conscious. Adaptable to fast-paced environments and industry trends. Consumer media savvy (industry and market, online, social media and print). Always collaborative, versatile, clear of voice and able to inspire. Passionate about storytelling.

BRANDS WORKED WITH

Brownsfashion.com

Bricmagazine

Recognise Magazine

UrbanLife Magazine

THE FALL Agency

Experience

● Consultant Creative Director

| Jun 2022 - Jan 2023

DontDieWondering.com – Consultant Creative Director Jun 2022 – Jan 2023: London, UK

- Redeveloped the existing creative direction to include more talent/brand partnerships (adding bespoke filmed content) to implement a completely new revenue strategy for the luxury lifestyle platform. On the back on this I personally negotiated lucrative business partnerships with major fashion brands like BOSS and luxury tech company Grey Ark Tech – the first major deals for the platform.
- Re-focused the overall content to be luxury brand friendly to increase possibilities for further partnerships/sponsorships.
- Developed a more 'luxury friendly' editorial ToV to better match the ambitions, and implemented a content calendar that better mirrored up-coming events in the luxury markets.

● Product Sub Editor (contract)

Brownsfashion.com | Mar 2021 - Mar 2022

- Managing a team of product copywriters to maintain the established ToV.
- Auditing brand pages/products for correct taxonomy, SEO, product information, syntax and images.
- Providing regular feedback to copywriters on best practices.
- Managing daily/weekly targets and reporting up to production team leaders.
- Attending daily/weekly production meetings.
- Attending seasonal buyer's presentations on new collections, stock and brands.
- Attending/giving training sessions for/to copywriters.
- Regular product copywriting/re-writing whenever needed.

● Publisher/Creative Director & Producer/Editor-in Chief

THE FALL Agency | Mar 2015 - Now

- Owner and creative strategy, direction and production of premium, multimedia (print, film, social media, digital) luxury fashion, beauty and culture publishing company. Publication of biannual luxury fashion magazine, THE FALL.
- Identified and negotiated lucrative business partnerships with tier one luxury brands like Chanel Beauty, Alexander McQueen, Dior, Armani, Mui Mui and Gucci to produce photographic print and filmed talent content.
- Established deep relationships within fashion, music and entertainment for major interview features with the likes of Anya Taylor-Joy, Oliva Dean, Celeste, Michael Shannon and Anson Boon amongst others.
- Creative direction, and full production and project management of

major photo and fashion shoots, domestic and international, with leading contacts within the creative industries (photographers, film directors, stylists, hair/MU, etc).

- Copywriting, curation and management of all high fashion and culture digital and social media content, as well as mentoring and editing small teams of trainee copywriters.
- Conducting long-form interviews with industry-leading professionals and talent.
- Contract commercial creative agency work for brands and companies – photographic, print and film.
- Representing the company/publication at meetings and events to network and increase industry awareness

● Editor-in-Chief

Bricmagazine | Nov 2013 - Nov 2014

- Personally instituted a plan to establish business relationships with luxury companies and negotiated lucrative financial partnerships with Harry Winston and Netjets.
- Developed a far-reaching advertising strategy for the publication that increased revenue by over 45% in one year.
- Conducted wide-ranging interviews with notable business leaders that raised the wider profile of the publication throughout the industry and with potential advertisers.
- Commissioned high-end writers, photographers and creative teams for major features that significantly raised the quality of content, while slashing production costs by up to 8% on the year.

● Editor & Creative Producer

Recognise Magazine | Apr 2010 - Jan 2013

- Worked with the editor-in-chief and publisher to conduct market research ahead of launching the title.
- Managed the day-to-day operations – commissioning, photoshoots, writers, deadlines, website.
- Photoshoot/covershoot production.
- Co-ordinated on all revenue, advertising and sponsorship strategies to maximise growth and streamline production.
- Conducted major interviews and wrote both short and long form features for the publication and website.
- Implemented a strategy for additional external coverage in national/international news media.

● Deputy Editor & Shoot Producer

UrbanLife Magazine | Aug 2007 - Feb 2010

- Assisted the editor-in-chief on all creative content and editorial/creative direction, planning and promotion, photoshoot production.
- Personally planned and conducted a long-form interview with the then MD of Cartier UK, Arnaud Bamberger, that led to me negotiating for Cartier to become our first advertising partner for the magazine.
- On the strength of this I also secured financial sponsorship from the Cartier Polo event, Windsor, for subsequent issues that increased our revenues by approximately 90% year-on-year.

Education & Training

● University of North London

Bachelor of Arts,