



# André Howard Gayle

CREATIVE DIRECTOR & CREATIVE 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

### ● 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**

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- **University of North London**

Bachelor of Arts,