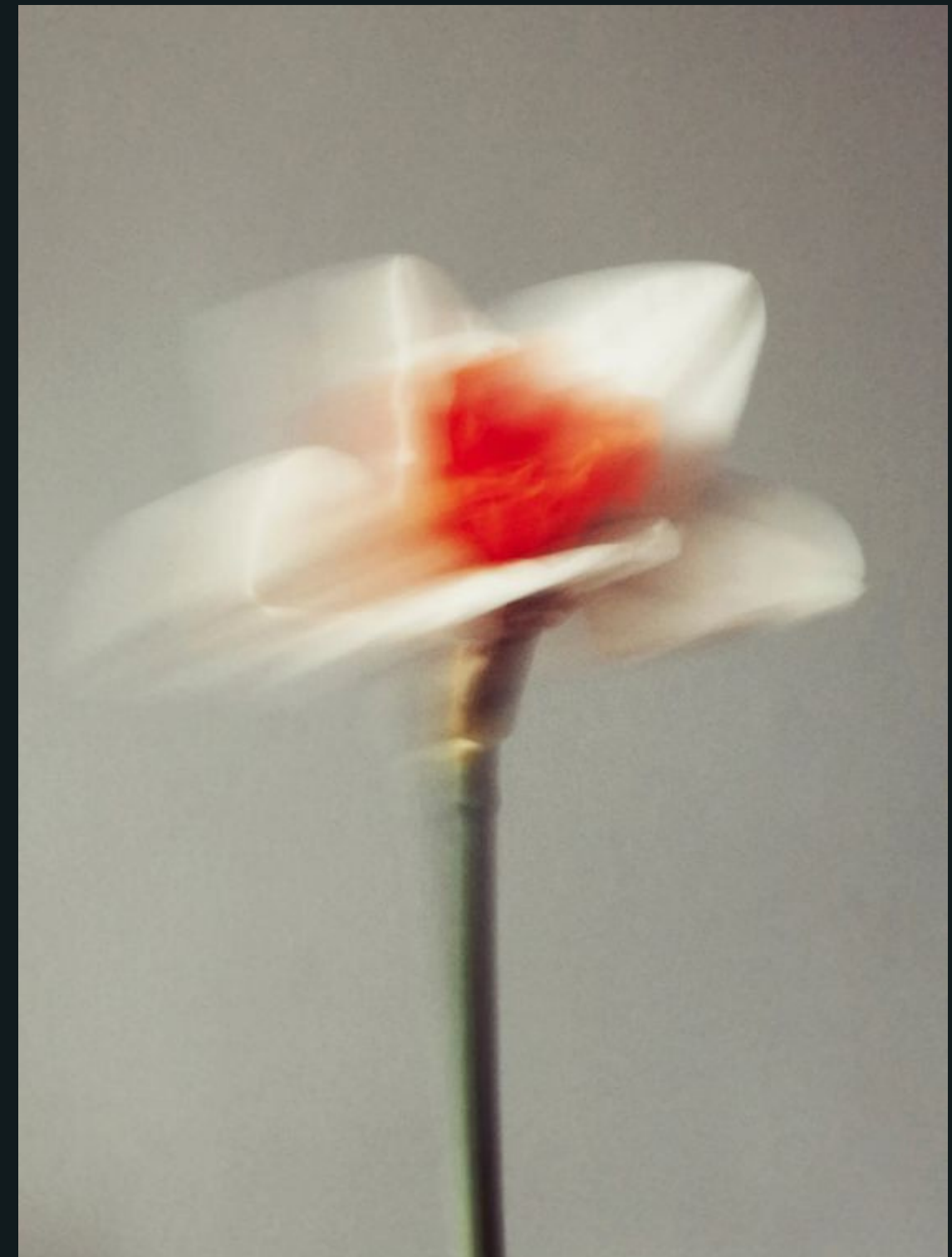


Ryle Dela Cruz

CREATIVE DIRECTOR
CONTENT CURATOR
STRATEGIST



A large, abstract orange graphic on the left side of the slide, resembling a stylized flame or a brushstroke. It has a gradient from dark orange to light orange and white.A small red arrow pointing to the right, located in the top right corner of the slide.

My name is Ryle.

Creative Director + Content Curator + Strategist

Ten years of curation and content creation
experience

Delivering content for my clients to make responsive and impactful
visuals that resonate their brand value and target goals.

My goal is to give my clients the best quality work

Delivering content for my clients to make responsive and impactful
visuals that resonate their brand value and target goals.

CURATION + STRATEGY

Editorial and Art Direction

Creating editorial pitch for clients and making sure that it aligns with their brand direction or campaign pitch.

Visual Research and Trend Forecasting

Analyzing the latest trends, hype products, Influencer behaviour and consumer behaviour to gather information and make an extensive report. Observing behaviour and visuals that could affect the product sales and production.

Content Curation

Creating content with relevancy is the key. Making sure that the visuals and captions are aligned. Delivering impactful and curated content according to the brand style guide.

Strategy and Innovation

Creating a cohesive strategy, innovation tactics, and engaging social strategy to help leverage the brand value and position of the brand to have a strong brand.

How I work with my clients



1. I set up a meeting with them.

Setting up a meeting to study and learn more about the brand, project, or specific goal to achieve. Gather information such as basic info about the brand/project, brand style guide, content pitch etc.

2. We establish a timeline that works for both of us.

Making sure that everything is on time for the delivery and have a proper time to gather everything with professionalism and punctuality.

3. I deliver my best work.

I do my best with my work and I take pride on my projects to deliver an extensive growth with the client. Make sure that starting a brand or project is a sign of long work relationship together to gain familiarity and flawless execution of the right message.

QUALITIES I'M PROUD TO HAVE



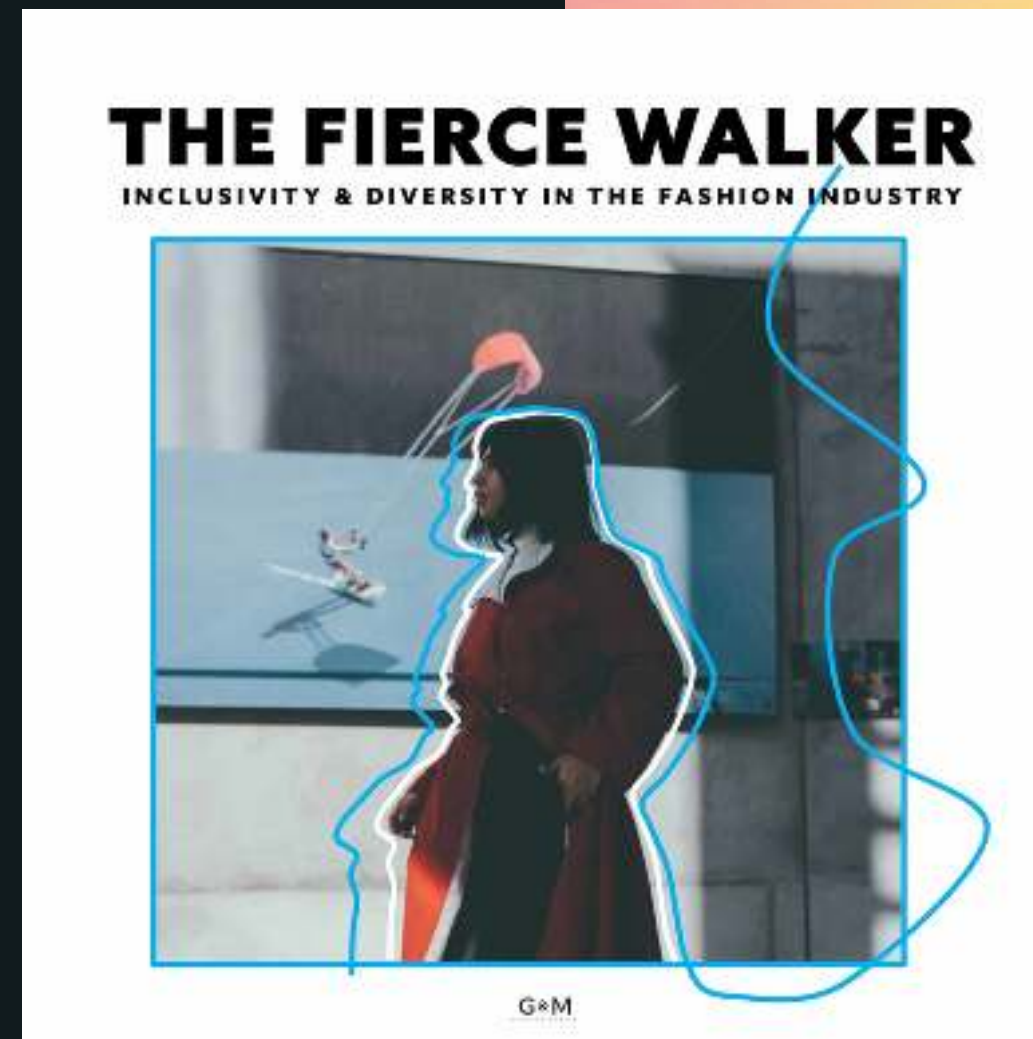
Great attention to detail
Strong pulse to the latest trends
Open to feedback
Organised
Highly Creative
Reliable team player
Strong Intuition



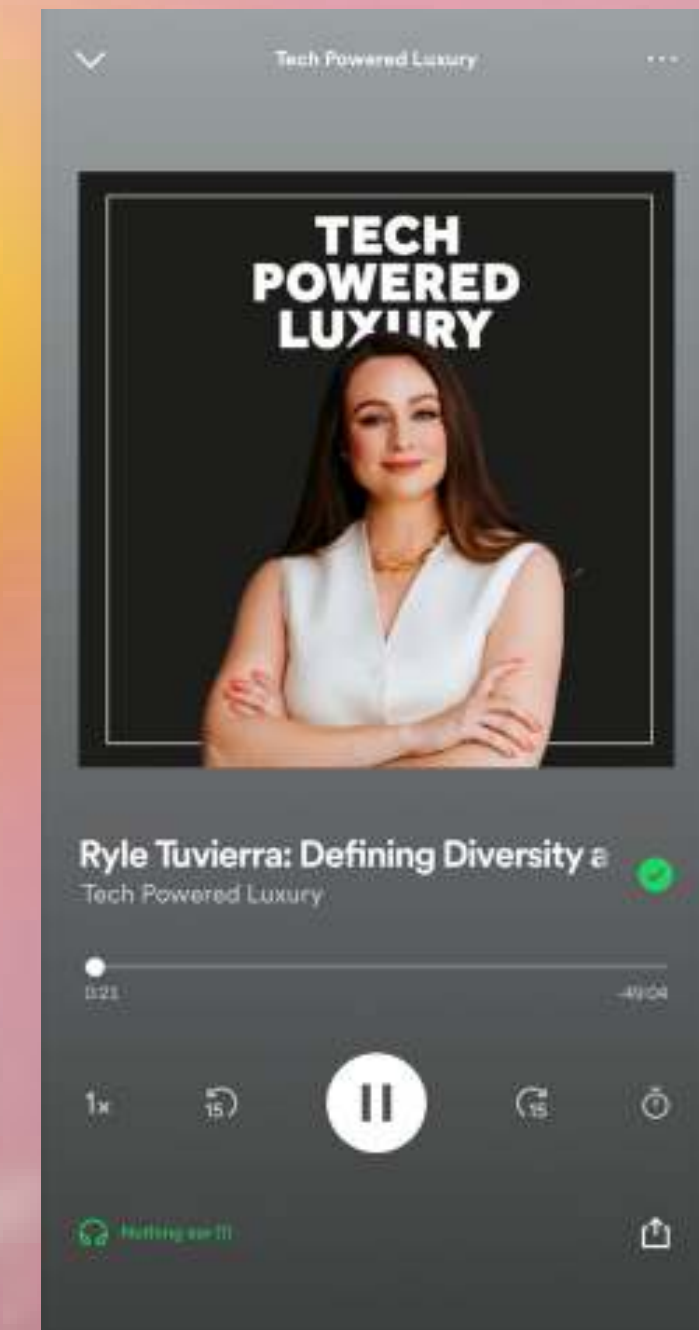
PERSONAL BRAND



"Future of Fashion" - HEC Paris



GM Fashion Career Interview



Tech Powered Luxury Podcast



My popular projects

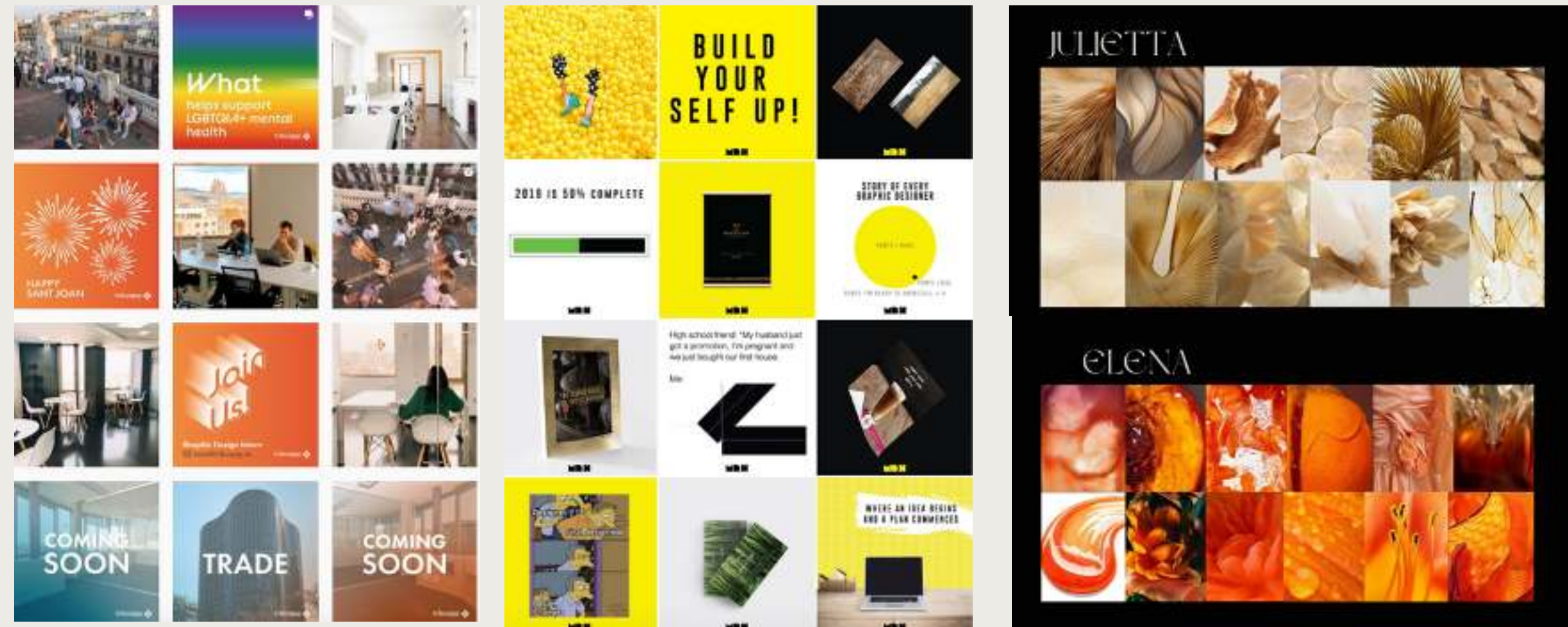
Earliest to current year

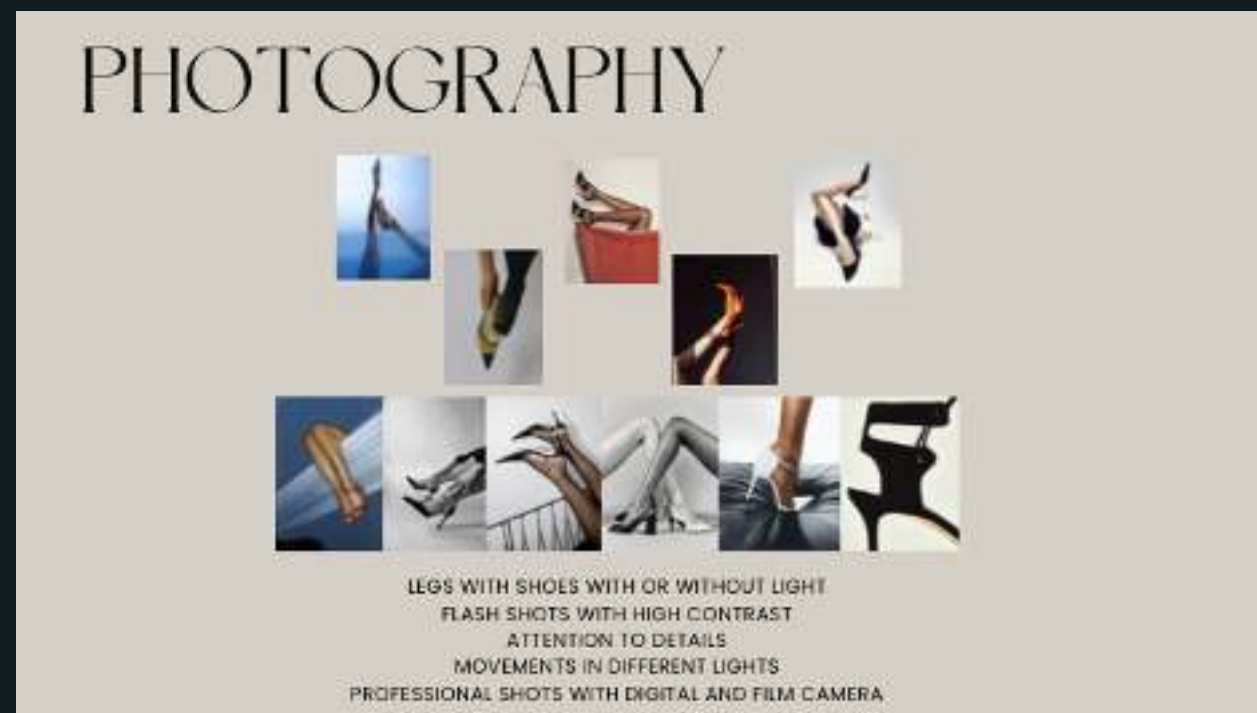


Social Media Curation Visual Branding



Client name:
MR.H Creative Agency
Tribu App Co-working
Les Juliettes





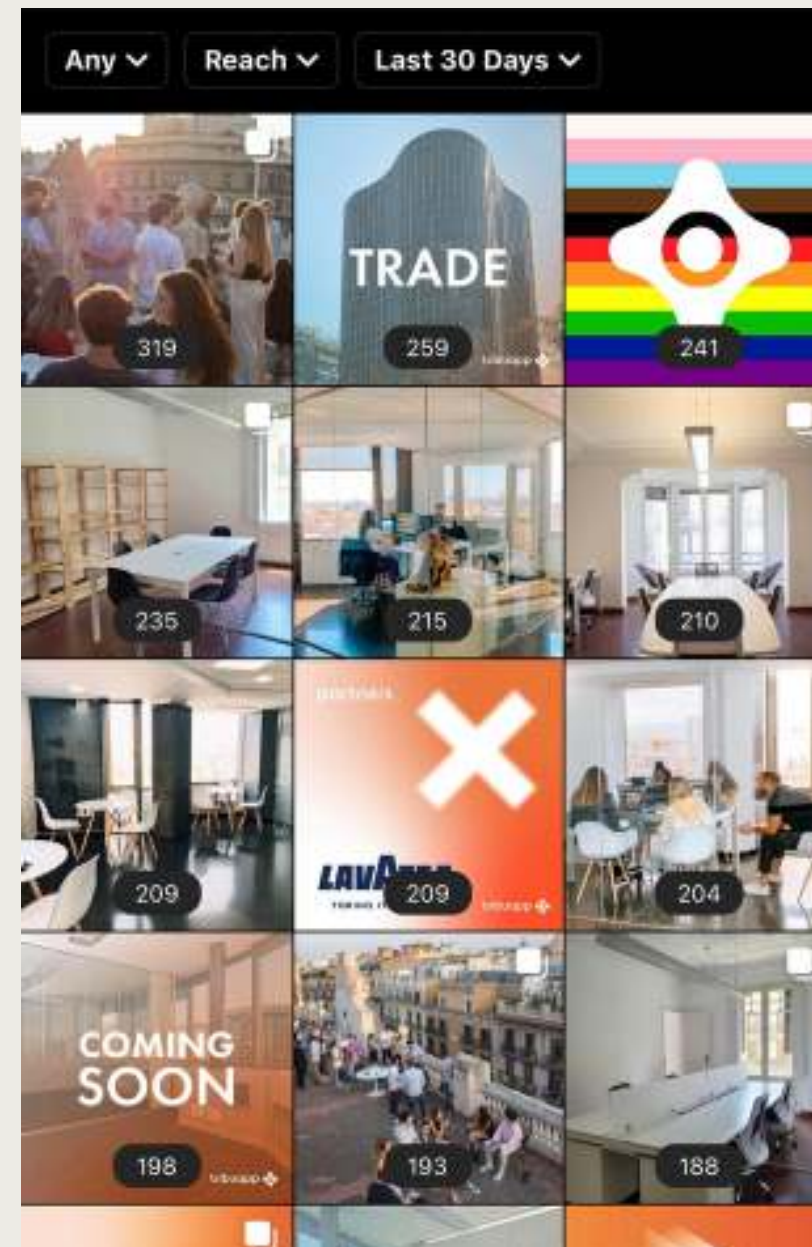
VISION

Visual communication is at the forefront of storytelling. Every detail conveys a message, and Rylé remains intentional through every aspect of her work.

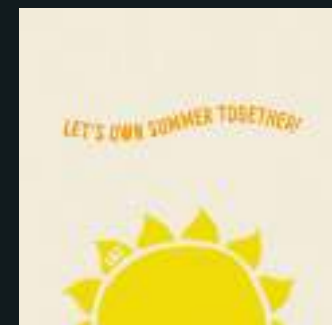
Social Media and Data




Client name:
TribuApp Coworking

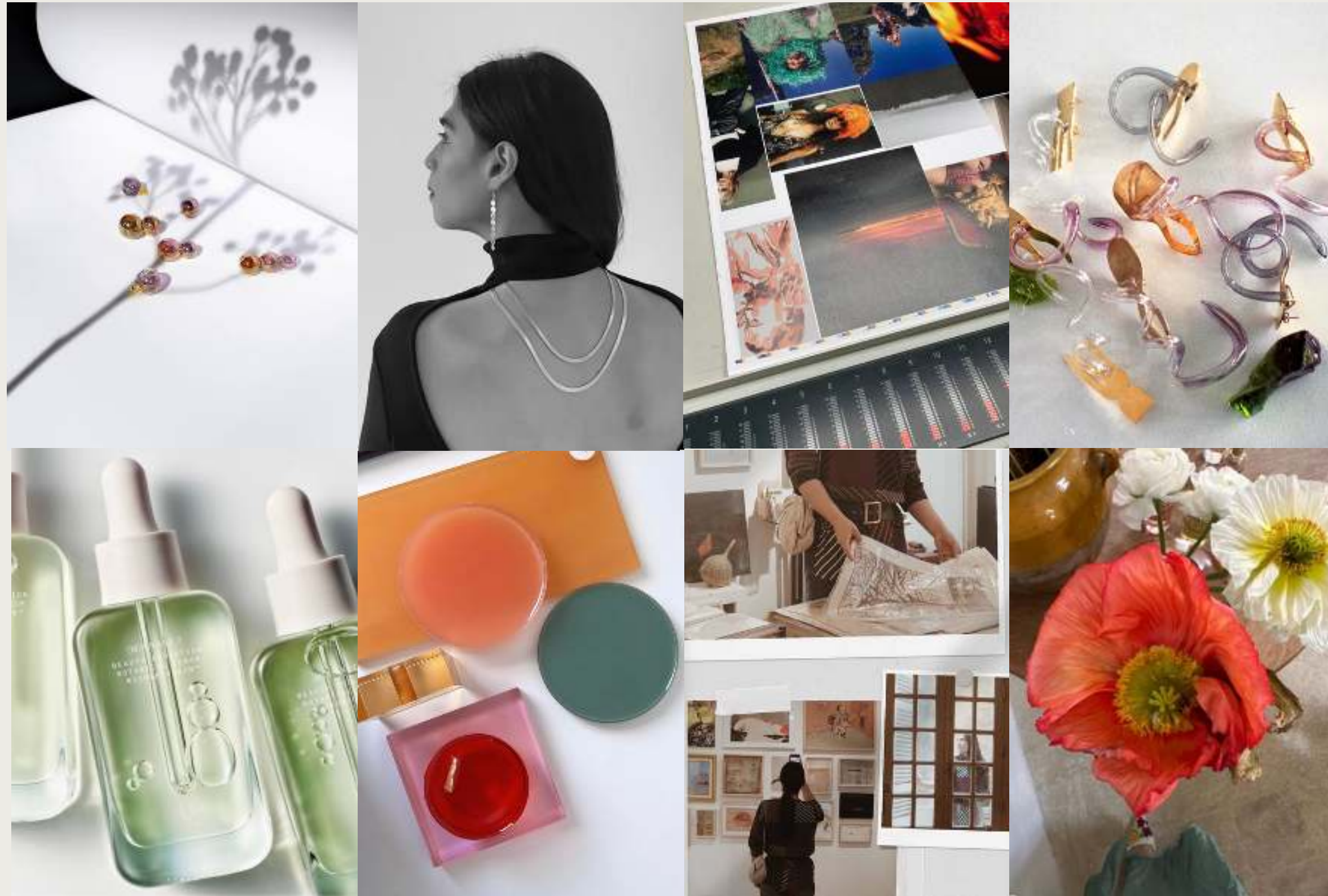


Clients name:
Arteana
TribuApp Market Research



The background is a dark blue-grey gradient. On the left, there is a vertical rectangular inset showing a classical painting of a man with a long dark beard and a yellow garment. On the right, there is a vertical rectangular inset showing a close-up of a yellow flower with many petals. A white arrow points to the right, positioned above the right inset.

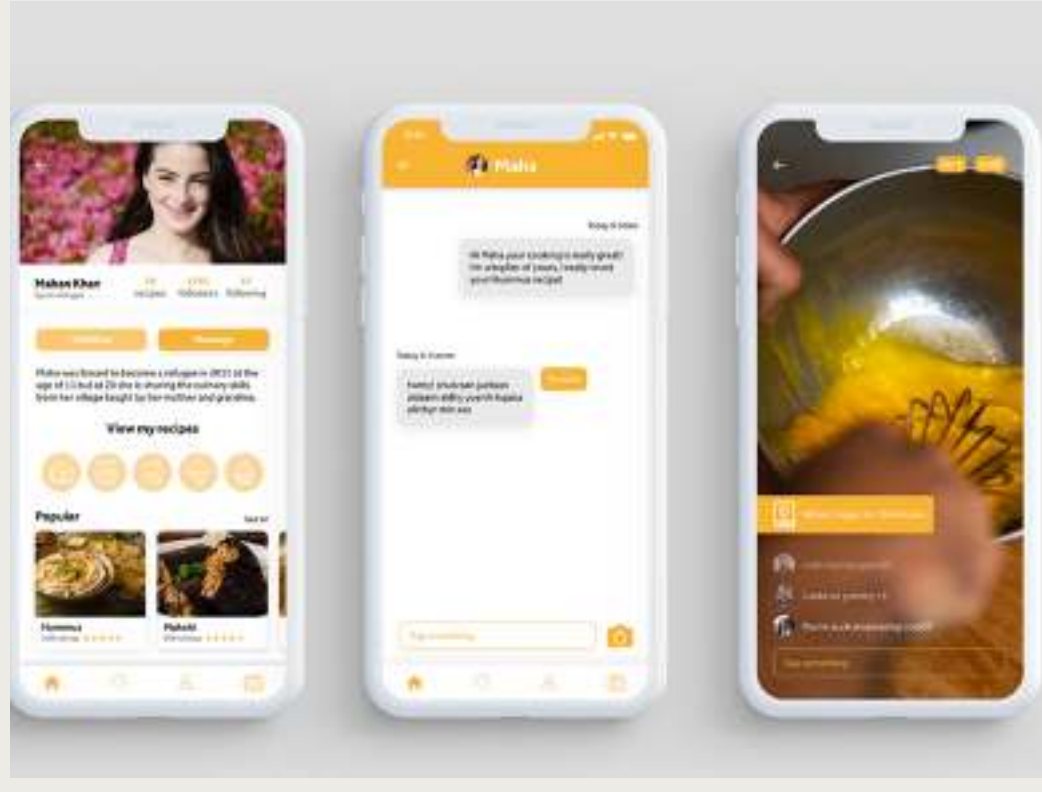
"A brand does not sell products or services but a certain **vision** about those products or services."

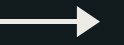


Visualisation Research

Moodboard and Visuals





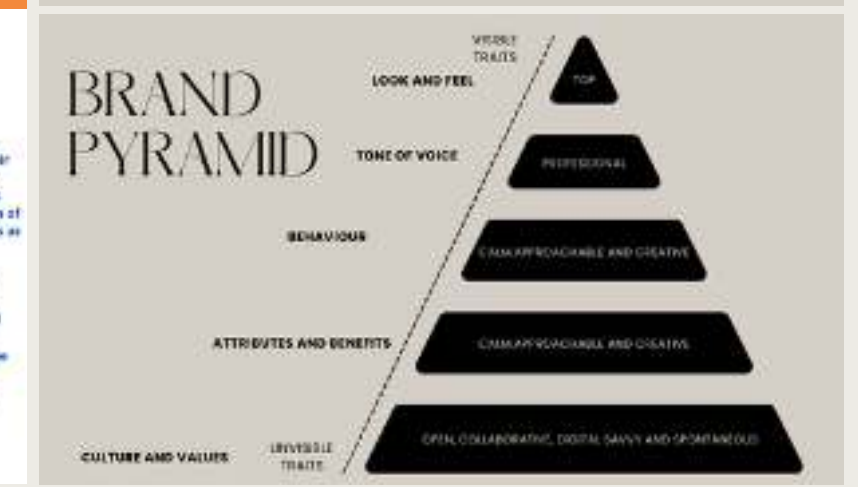
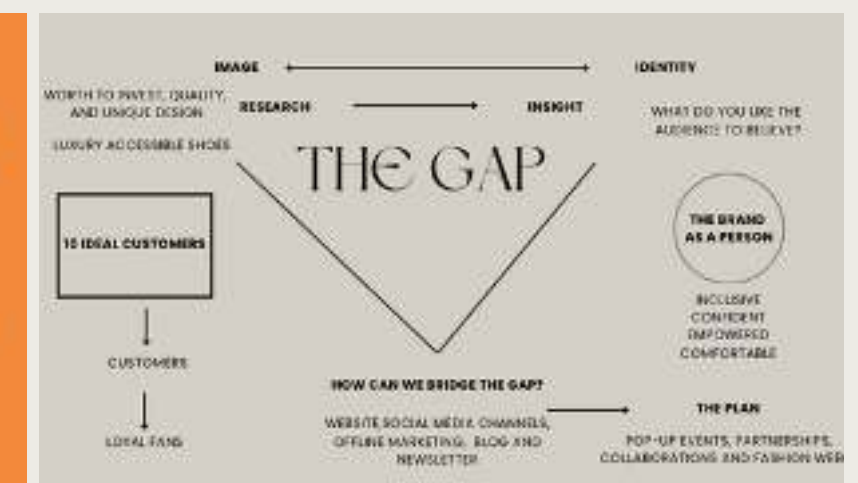


"It's not us. It's the tools that disconnect us: scattered across platforms, polluted with noise, and competing for our attention."



Business presentations

Clients name:
Fierce Unfiltered Podcast
TribuApp Market Research
Les Juliettes



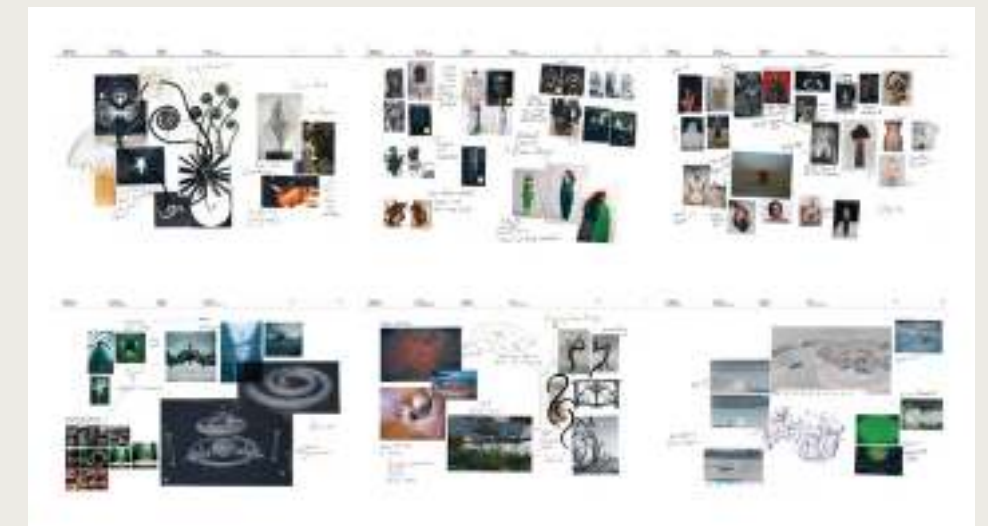
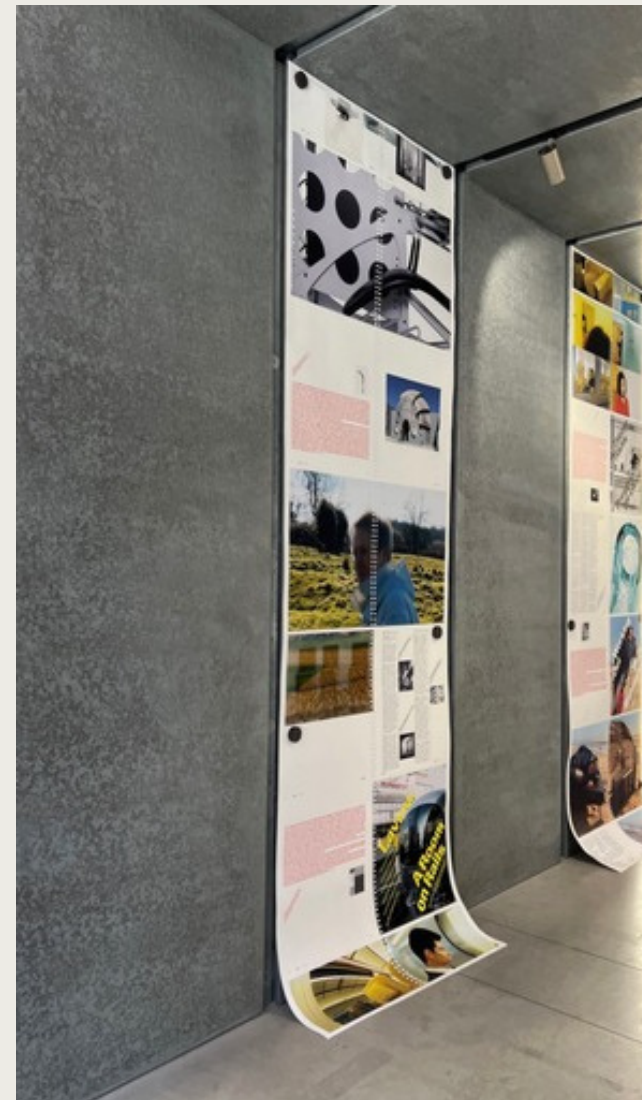
Curated Direction

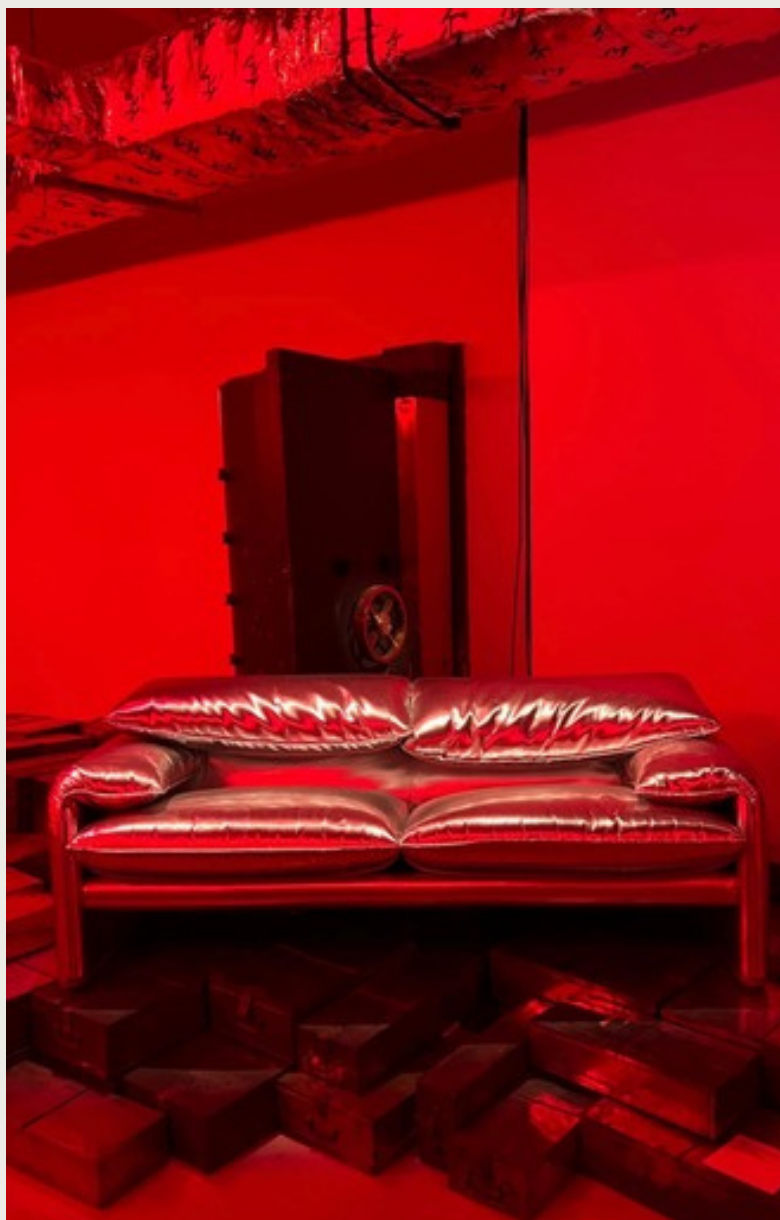


Client name:
Dubai Design Week

Specializing on objects, art, spaces, and visual communication for Dubai Design Week Installations and its elements to preserve the artist vision.

Curating for Design Week with different artist and different forms of medium helps a curator to deliver a message in a bigger context and spectrum.





Feedback from clients



Belinda Medellin

BMV Founder, Speaker and Consultant

Ryle truly brings a strategic perspective to managing social media. Her passion to send the right message over the easy one was a trait I admired most when I worked with her. I am always in awe when working with such strong women who always know how talented they are and execute above and beyond faith in what they know they can do. Her youth, perspective, and "fierceness" is one that any company is lucky to have.

Umema Aziz

Mission Driven Marketing

Ryle has a great eye for social feed aesthetics and personal branding is her forte. She puts great ideas to work by liaising effectively within teams. She could prove to be a valuable asset for her employees and has potential for managing teams efficiently.

Negeen Bordbari

Social Media Executive for L'Oreal

Ryle is very good at leading a team and truly speaks her mind in order to provide the best possible advice and knowledge for a company. Her confidence and nature to help others is inspiring and I am grateful to have been learning and gaining new skills from her. I am sure she will succeed in any company she encounters as they would be lucky to have such a great asset to their team.

CLIENTS



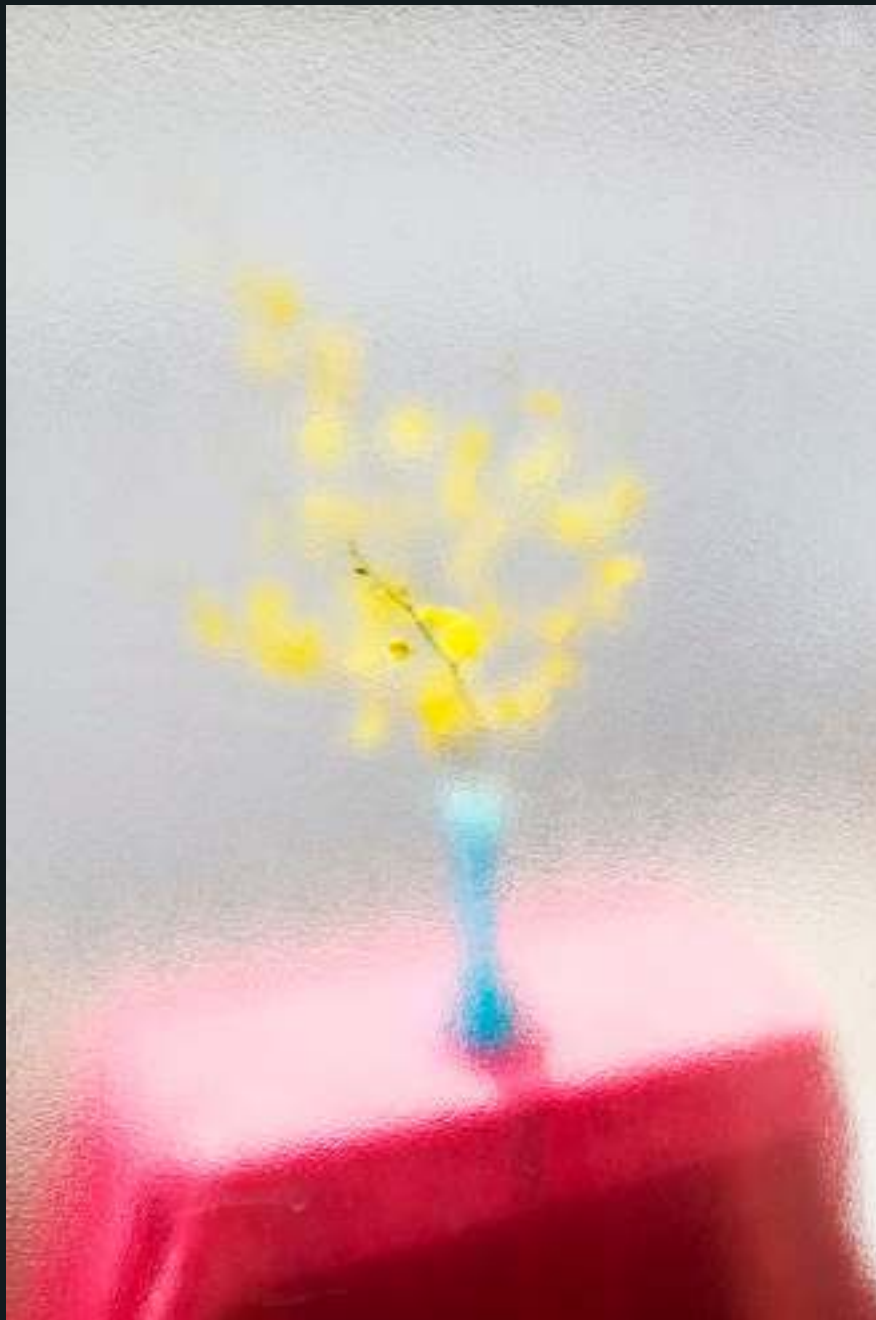
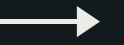
Charlotte Tilbury



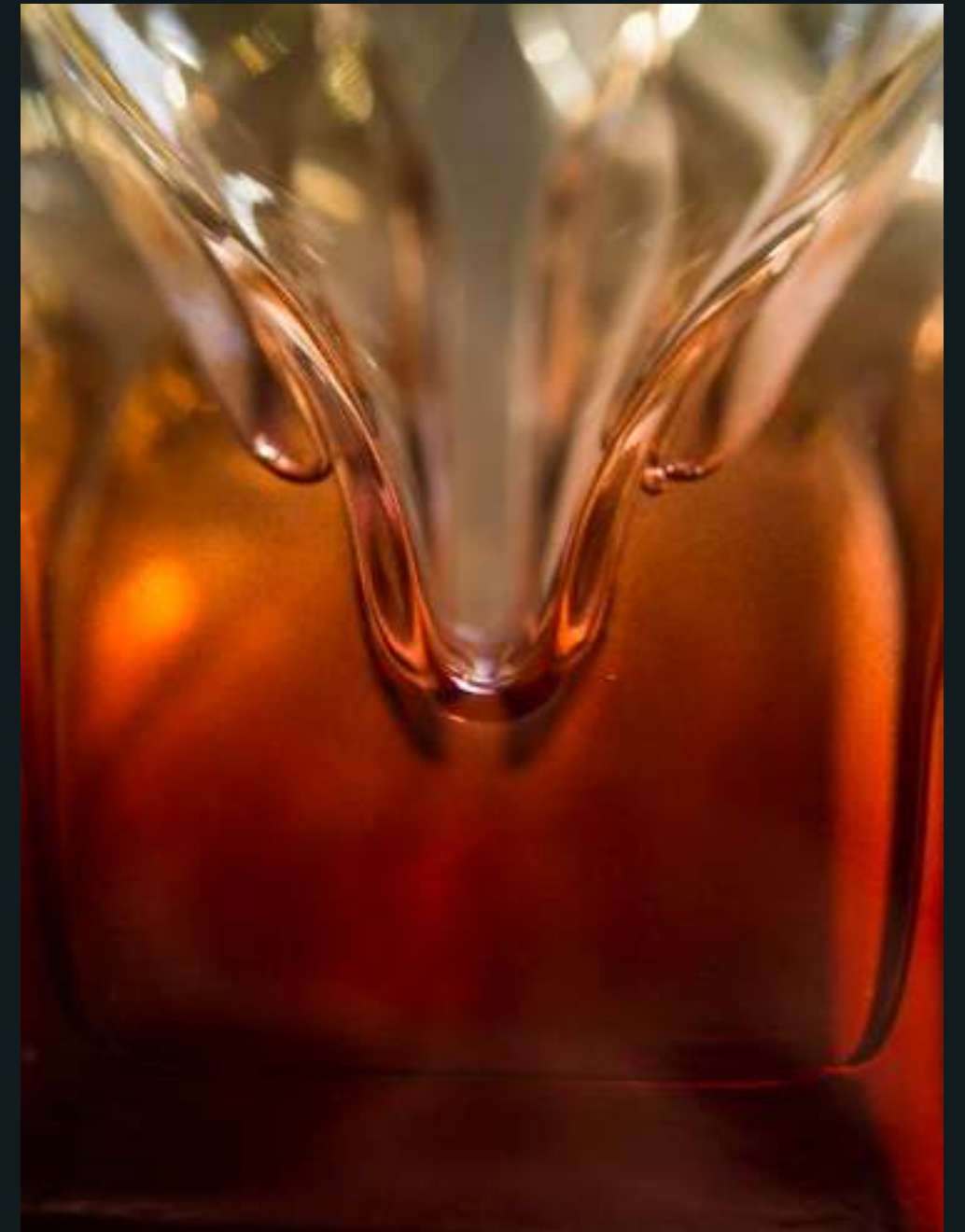
ARTEANA



CURATION TOOLS I USE



Social Media Channels
Tumblr and Savee
Trend Forecasting Companies
On-site visit
Launch Metrics / Things Testing
Ai Apps and websites



Let's work together

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