

# CHARLOTTE GIBLING

## CONTACT

charlottегibling.com

## TOP SKILLS:

Concepts

Copywriting

Art Direction

Creative Direction

## SUMMARY

I'm an advertising creative, currently working for Ocado Retail.

I've worked on exciting projects, including print and digital advertising campaigns, social media, experiential events, radio, and TV. When I haven't been part of Ocado's Creative and Branding team (2012-13 and presently), I've worked at advertising agencies in Canada as well as the UK.

I'm truly passionate about great ideas. While I enjoy all aspects of the creative process, my favourite stage is concepting. I love food and have extensive experience working for FMCG brands, from independent breweries to big-brand fish fingers.

When I'm not at work or looking after my little boy, Kit, I love to bake, play video games and complete jigsaw puzzles.

## EXPERIENCE

### Ocado Retail Ltd

Senior Creative

September 2017 - Present (5+ years)

Hertfordshire, UK

Conceptual creative for Ocado and Ocado Zoom across print, digital and motion. I create ideas that work across web, social and other marketing channels to build brand loyalty or engage new customers.

I'm also a brand copywriter for marketing, merchandising and social media communications.

In my time at Ocado, I led the art direction for the launch of Ocado Zoom through creative concepts, photography direction and design.

### Phoenix Advertising Group

Senior Copywriter & Designer

September 2015 - August 2017 (2 years)

Saskatchewan, Canada

At Phoenix Group, I was a creative copywriter for Great Western Brewing, Access Communications, Conexus Credit Union, Taylor Automotive Group, Co-op Refinery Complex, Global Ag Risk Solutions, SaskPower, Saskatchewan Ministry of Finance and Saskatchewan Ministry of the Economy.

I also worked on design, art direction and branding for clients such as Cornerstone Credit Union, Globe Theatre, Economic Development Regina and Kahkewistahaw First Nation.

## EDUCATION

University of Lincoln

### Bachelor of Arts

Creative Advertising  
(2007 - 2010)

University of  
Hertfordshire

### Foundation Diploma

Art and Design  
(2006 - 2007)

## INTERESTS

- Food and baking
- Interior design
- Thrash metal
- Yoga

## 3 WORDS THAT DESCRIBE ME

- Meticulous
- Calm
- Imaginative

## EXPERIENCE CONTINUED

Brown Communications Group

Associate Creative Director

March 2014 - September 2015 (1 year 7 months)

Saskatchewan, Canada

Associate creative director across all agency accounts. Designing for both print and web, as well as writing copy for all marketing channels. Clients include: SaskTel, Elections Saskatchewan, Regina Public Library, Concentra Financial and more.

Art Director & Copywriter

May 2013 - March 2014 (11 months)

Saskatchewan, Canada

Lead art director and copywriter on the SaskTel account, working on the TV and internet portfolios across print, TV, radio and digital.

Ocado

Creative

May 2012 - May 2013 (1 year 1 month)

Hertfordshire, UK

Creating solutions through concept and design across a wide range of print and digital media. Including BTL and ATL campaigns.

TBK Group (formerly The Big Kick)

Junior Creative

October 2010 - May 2012 (1 year 8 months)

Hatfield, UK

Working across sales promotion, experiential, shopper and retail marketing for an array of clients including: Tesco, Nestle Confectionery, Nestle Cereal Partners, Stella Artois, Walkers and Birds Eye.

Muirhoward

Creative Team (placement)

September - October 2010 (less than a year)

London, UK