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Top Skills

Art Direction

Advertising

Creative Direction

Charlotte Gibling

Senior Creative | Copywriter | Art Director | Concepts
Buntingford, Hertfordshire, United Kingdom

Summary

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

I've worked on exciting projects, including print and digital advertising campaigns, social media, 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 always concepting. As we go through that collaborative process, the ideas start to flow and that's always the fun part.

I have a BA from Lincoln University in creative advertising, as well as an art and design diploma from the University of Hertfordshire.

When I'm not at work or DIY'ing at home, I volunteer my time as a creative designer for The Muscle Help Foundation, a charity helping young people with Muscular Dystrophy. We recently launched a campaign called Meatballs for Muscle Dreams, where I was able to create a sub-brand logo and identity.

I'm always interested in hearing from former colleagues, managers, or just interesting creative folk, so contact me if you'd like to connect.

Experience

Ocado Retail Ltd

Creative

September 2017 - Present

Hertfordshire, UK

Brand copywriter for marketing, merchandising and social media communications.

Conceptual creative for Ocado and Ocado Zoom across print, digital and motion.

Leading 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

Writing 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.

Design and art direction for clients such as Cornerstone Credit Union, Globe Theatre, Economic Development Regina and Kahkewistahaw First Nation.

Brown Communications Group

2 years 5 months

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, Regina Bypass and MacKenzie Art Gallery.

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. Other clients include: Saskatchewan Workers' Compensation Board (WCB), TEDxRegina, NABS Saskatchewan and Oak Park Living.

Ocado

Creative

May 2012 - May 2013 (1 year 1 month)

Hertfordshire, UK

Delivered creative solutions of a high standard (on brief, coherent, distinctive, commercially aware and in-line with the Ocado brand guidelines) across a wide range of print and digital media.

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 blue chip clients including: Tesco, Kit Kat, Rowntrees, Aero, Quality Street, Yorkie, Dolce Gusto, Nestle Cereal Partners, Stella Artois, Walkers and Birds Eye.

Muirhoward

Creative

2010 - October 2010 (less than a year)

London, UK

Part of a placement team working on Deloitte, Standard Life Investments and Sophis.

The Big Kick

Receptionist/Admin/Creative

July 2010 - September 2010 (3 months)

Hatfield, UK

Temporary receptionist and office administrator, whilst writing copy and producing creative for FMCG brands such as; KitKat, Quality Street, Stella Artois, Becks, Walkers, Nescafe, etc.

Education

University of Lincoln

Creative Advertising · (2007 - 2010)

University of Hertfordshire

Foundation Diploma, Art and Design · (2006 - 2007)