

I am an experienced Creative Motion Lead with experience working in luxury across beauty, editorial and retail for fourteen years. I have focused my career on developing my skills specifically within motion, 2D and 3D animation and video editing, specialising in digital first campaigns. I am trained in Premiere Pro, After Effects and I am currently developing my skills in Cinema4D, I am also a skilled graphic designer and retoucher. My experience and skill set has allowed me to lead successful campaigns for brands such as ELEMIS, FaceGym and Callaway Corp, as well as work in Singapore and Shanghai for brands under SPH such as HerWorld. I also have experience working as a success marketer for the EMEA market for the social marketing company Crowd Media, giving me tools within the UGC and B2C social space which help me develop and lead all social first campaigns.

Previous brand collaborations **BlowPr, ITV, L’Oreal, Mecca, GreatLenghts and Sephora, with my work featured in HerWorld Magazine, the Contemporary Book of Illustration, the Huffington Post and Vogue.com.**

# CHARLY HOYLE

## CREATIVE MOTION LEAD

BA (HONS) FASHION PROMOTION  
(MARKETING) & ILLUSTRATION UCA EPSOM

Adobe Illustrator	Adobe Photoshop
Adobe InDesign	Adobe After Effects (+ME)
Adobe Acrobat	Adobe Premiere Pro
Microsoft Office	Adobe Audition
Cinema4D	Trello / Airtable / Asana / Miro

### ELEMIS – GLOBAL BRAND LEAD MOTION DESIGNER | MARCH 2023 – PRESENT

I currently lead and manage all video content produced by the Global Brand team at ELEMIS for all three tiered campaigns. I report directly to the Global Head of Creative and work closely with the Art Directors to ensure all footage shot and animations produced are in line with our standards and meet the specifications required for all digital portals, from social to VM. I direct third-party creatives such as video editors, 3D agencies, colourists and motion designers to make sure content is shot and created correctly to guarantee maximum viability for global markets. I have created a motion and video bible that outlines shoot specifications, and delivery requirements as well as working file specs so all content is streamlined from DOPs to in-house to graders back to in-house then markets. I have led the video and motion editing for all campaigns since joining ELEMIS, and work closely with the Global Head of Creative and assigned Art Directors to advise, storyboard and edit campaign and social content for each project. I either edit shot footage in Premiere Pro or create 2D or 3D animations using After Effects and Cinema4D, depending on the project, leading with a social first mindset which has resulted in record-breaking campaigns such as Cyber 2024, Cleansing Balm Repulse 2025 and the launch of Black Cherry Cleansing Balm. I was promoted after one year of joining the company.

### FACEGYM – LEAD MOTION DESIGNER | AUGUST 2022 – MARCH 2023

I worked closely with the Founder Inge Theron, the Global Creative Director and the social team to lead all video and motion content for the brand across all social portals and instore, as well as work with brands such as Sephora and Mecca to develop social first video campaigns. I also managed and briefed DOPs, photographers and 3D designers in accordance to our requirements, ensuring all content captured could be used evergreen. I shot, edited and graded the Holiday campaign video accompaniments to all gifting skus. I ideated and developed campaigns such as the 21 Day Reset and Holiday promotions, crafting storyboards, creating animations, video and sound editing using illustrator, Premiere Pro, Audition and After Effects. I created a new visual branding for BAU content, elevating the brand with cohesive visual messaging through typography hierarchies, grading of editorial and UGC content, as well as specific motion styles. I also created the iconic “FaceGym ball” 3D animation which was used for the Sephora x FaceGym and Mecca x FaceGym launches across the retailer social portals, as well as our own and instore.

### EXPLOSIVE BRANDS – CREATIVE LEAD | SEPTEMBER 2021 – AUGUST 2022

I led and managed projects directly under the Director, both independently and as part of a team. I mentored our internal digital and UX creative team and collaborated with the accounts manager on accurate pitch outlines and budget optimization. I developed critical paths for client projects, spanning digital and print activations like brand redesigns, digital launches, videos, and events. This involved creating shot lists and briefing third-party creatives. I conceptualized campaigns, storyboarded ideas, and produced digital and print assets using various resources, including agency 3D media. I commissioned diverse creatives for design assets, ensuring high-quality execution and modern design standards. Collaborating with the Creative Director, we rapidly expanded the agency's client base to include energy, pharmaceutical, and entertainment sectors, with clients such as Merck, Kaluza, ROXI, and OVO Energy.

### CALLAWAY GOLF – LEAD DIGITAL CREATIVE DESIGNER | SEPTEMBER 2019 – SEPTEMBER 2021

I led all digital campaigns including social and rich media activations for both campaign launches and BAU content for both Callaway brands and its affiliates across EMEA markets. I collaborated with brand leaders and third-parties such as the PGA, St Andrews Golf Club, Audemars Piguet, Rolex and TravisMathew under the report of the Executive Head of Retail and Digital. I also worked with my two colleagues to support the launch of 360 campaigns, delivering assets from printed materials such as point of sale, out of house and other multilingual collateral using Photoshop, InDesign and Illustrator. I art directed and produced all motion and video assets including a series with the European Tour across two seasons, ensuring impactful activations and brand success. I was the sole designer for the brand during lockdown as my colleagues were furloughed, which allowed me to develop a unique social-first animated digital campaign launch for Big Bertha. I also created the visual identity and printed assets for two lines of craft beer under the label of TravisMathew. I edited all content within Premiere Pro and After Effects, with sound development in Audition and rich-media asset coding and deployment using Google Studio, Google Ads and Visual Studio Code.

### SEAN HANNA LTD – HEAD OF MARKETING AND DESIGN | MARCH 2019 – SEPTEMBER 2019

I worked with the founders Sean Hanna and Skyler Hanna to create all campaigns across B2C and B2B for both SeanHanna and Skyler London, as both marketer and designer. I supported Sean Hanna to oversee creative direction from ideation to deployment, commissioning and supervising videographers and stylists as well as retouching, designing, video editing, compositing and motion designing all assets using Premiere Pro, After Effects, Audition, Photoshop, Illustrator and InDesign. I worked on set; setting up studios, lighting, shooting using Canon and Sony cameras as well as CapturePro. I then solely worked in post to ensure all motion and stills were aligned to individual campaigns. I managed a team of three marketers to develop successful toolkits across social and web portals, as well as in store collateral, ensuring all materials met the highest standards and were aligned to the founder’s vision for each campaign. I also worked with brands from Great Lengths, Redken, and L’Oréal, from inception to post and development for each digital and print partnership.

### CROWD MEDIA – EMEA MARKETING MANAGER AND DESIGNER | APRIL 2017 – MARCH 2019

I led remote pitch presentations, branding initiatives, and digital campaign initiatives for influencers and product activations across Europe and Australia, utilising social platforms and telemarketing channels. I supported the Amsterdam based team via numerous social first digital assets, including videos and images, which I edited using Premiere Pro, After Effects and Photoshop, optimising them for social media.

### FREELANCE – DESIGNER, FASHION AND ART ASSISTANT | JUNE 2008 – MARCH 2019

I worked freelance in London, Singapore and Shanghai, supporting teams in luxury, editorial and publishing, including SPH Magazines HerWorld, Blow PR and LFW. I also interned at Condé Nast, British Vogue.