

KOJO HAMMOND

Creative Project Manager

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Dynamic, highly skilled professional offering progressive experience in brand management and development, marketing as well as driving end-to-end creative aspects of various companies across media and entertainment industries.

Qualifications Summary

- Enthusiastic innovator and stylist with repeated success in conceptualizing and delivering compelling marketing and social media strategies focusing on Instagram/TikTok/Facebook.
 - Creative, top-performing fashion coordinator with credible track record of spearheading product development and launch operations, from conceptualization to delivery, while formulating unique branding concepts.
 - Exceptional event management and Adobe Photoshop skills showcased by managing all the aspects of musical events and videos as well as producing creative product designs, typography, animation, artwork, posters, and graphics.
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Career Experience

82K Degrees (www.82kdegrees.com)
Creative Director

2019 – Present

Leverage expert-level marketing abilities and influential creative skills for launching the brand in October 2020. Lead end-to-end brand development operations, including formulation of marketing strategies, co-ordination of photo shoots of product as well as product management and role distribution. Develop strategic relationships and promote brand image for clients through utilisation of networking abilities and relationship management skills. Establish network for logo design and production by enhancing Photoshop skills.

- Successfully produced and led five key product campaigns within eight months.
- Achieved up to +374% increase in account reach as well as +65% account interaction and attraction by setting up creative campaigns.

Creative Director Freelance

2019

Provided creative support to PAUSE Magazine, PAUSEHER Magazine, 82K Degrees, as well as artist press shoots at the Collective Motion, while serving as a regular contributor. Supervised photographers, makeup artists, stylists, and models, while arranging lighting, as well as coordinating catering and other behind the scenes teams. Showcased artistic insight for crafting mood-boards and defining concepts for key editorials and features. Designed and prepared on-trend apparel in accordance with demands of target consumer.

- Known for producing and leading over 20% of shoots within first quarter of Launching Pause Her.

Stylist

2019

Collaborated with various artistic and production companies for providing styling services.

- Featured collection in PAUSE Mag, PAUSE HER, Jungle Heavy California, Little Simz, Tiana Major, Kojey Radical, and Peggy Lee.

Notion Magazine

2017 – 2018

Fashion Coordinator | Assistant / Intern

Actively liaised with various brands and network of fashion PRs as well as facilitated fashion editor for developing editorial and artistic features of the magazine. Organised creative production meetings, set objectives, and formulated action plan as well as directed client and team management. Identified fashionable trends via social media, collected products for shoots, and maintained cleanliness of magazine studio, while serving as an assistant/intern.

- Organised 30% of online and 15% of book editorials.
- Successfully arranged 100% of showroom product through effective sourcing and utilization of product exit strategy.

Additional Experience

Intern at Raven Group LA, 2015

Bachelors of Arts in Events Management | University Of Greenwich, London
A Levels in Media & Dance | Brit School Performing Arts, Croydon
