



Dan Charlton

dancharlton.net

SUMMARY

I always expect to be proud of what I produce. I aim to attain this by working in a professional creative environment.

EXPERIENCE

Creative Manager

March 2025 - Present

Charlie Oscar Agency. London

In this role I gained extensive experience in client communications, performance creative and advertising. As Creative Manager, I worked with brands including Itsu, producing content that drove measurable increases in revenue and brand awareness. I collaborated closely with senior members of the Itsu team to develop a comprehensive animation and visual style guide to shape their content direction going forward. I also worked with TrustedHousesitters and Boux Avenue to deliver sleek, engaging motion graphics across their paid channels. Beyond digital work, the role provided hands-on experience in studio environments, producing podcasts and performance creatives. Throughout, I developed a strong ability to manage multiple projects and competing priorities simultaneously.

Videographer and Animator,

October 2023 - March 2025

Williams Lea, Bank of America, London

Working at this role gave me the opportunity to experience corporate creative work for the first time. Working on large scale projects and understanding the professional creative workflow. Sticking to tight deadlines and innovating the brand direction without straying too far from established brand guidelines was my main objective. I have received no end of positive feedback from clients regarding my work, with comments mentioning my timeliness, innovative approach and professional style of communication.

Video Editor and Motion Graphics Designer,

9024 Media, London

2021 - 2023

Designing social media content for the Instagram feeds for well-known European football players. Content includes motion graphics posted before games, logo design/animations, social friendly 'hype reels' and long form content videos. Content created for an England Lioness during their winning Euro campaign resulting in nearly 3 times more follower growth than their teammates. Product videos, integrated with visually striking animations for RedBull, Intersport, Nintendo, Adidas and Nike.

CONTACT

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EDUCATION

Media Production, BSc First Class Hons

De Montfort University, Leicester,
2018-2021

I have the practical and technical skills to operate effectively in the media industry. Skills include audio, image capture and processing, social media management, web design skills, radio planning and presenting and TV and post production techniques. As part of the final year I planned, shot and edited two [broadcast standard documentaries](#) and a 20 minute [video essay](#).

SKILLS

Adobe Creative Suite (9 Years)

Fast and independent learner

Project Planning, Management
and Production

Web Development

Branded Content

Short Form Content Experience

Lead Creative,

2022 - Present

AmplifiedUK, London / Derby

Collaborating with upcoming artists in the underground UK electronic music industry, creating album artwork, canvases, teasers and other promotional assets to be shared on social media. As the sole creative on this project, I am responsible for the creation of all assets, from ideation to publication.

REFERENCES

Tom Wakefield

Content Producer,

Charlie Oscar

Email:

tom.wakefield@charlieoscar.com

Zoe Evans

Social Media Executive,

Itsu

Email:

zoe.evans@itsu.com