

oyinkan akande.

WORK EXPERIENCE

- Freelance**
05/2015–present Writer and Strategist
My work ranges from copy and editorial work to strategy and language systems. **Clients:** Highsnobiety, Koenig Galerie, Wallpaper* and TORLOWEI, acte tm, and more.
- Zalando**
Europe's leading online platform for fashion and lifestyle
07/2025–present Copywriter and Conceptor
I develop campaigns across 29 markets and build strategic frameworks for governance, experimentation, AI enablement, and content ecosystems.
- TORLOWEI**
Luxury womenswear brand
07/2023–12/2024 Head of Communications
I oversaw communications, events and partnership – inc. press, events, shoots and NYFW activations – leading to a pivotal moment of international recognition for the brand.
- LoveGunn**
Sector-agnostic branding and design agency
08/2022–07/2023 Strategist and Copywriter
I led all work on language and copy to develop unique brand positioning and comms strategies for all clients. **Clients:** MatchWornShirt, RTP Global, Serenata, and more.
- Christie's**
Historic international auction house
03/2020–10/2022 Copywriter
I oversaw comms and copy for all auctions, events and partnerships under the Post-War & Contemporary, Private Collections and Prints & Multiples categories.
- Wallpaper* Magazine**
Leading contemporary design publication
09/2019–03/2020 Editorial Assistant
Supporting the output of the art and commissioning desks, I was responsible for logistics and liaison for interviews, shoots, subediting, travel and so on.
- Bella + Frank**
Sustainable fashion and lifestyle brand
08/2017–08/2019 Brand and Communications Manager
With oversight of press and comms, I initiated and secured relationships with The Communication Store, Ellen MacArthur Foundation and Friends of the Earth UK.
- Wallpaper* Magazine**
Leading contemporary design publication
06/2016–06/2017 Editorial Assistant
Supporting the office of the Editor-in-Chief, I had an unparalleled overview of the magazine's entire output, events, partnerships, PR and press relationships.
- Victoria and Albert Museum**
World-renowned design and decorative arts museum
09/2015–05/2016 Research Assistant
As part of my post-graduate education, I assisted the research and archiving departments.

EDUCATION

- 09/2015-05/2017** Royal College of Art/Victoria & Albert Museum
Postgraduate (MA) in History of Design
- 09/2012 – 07/2015** King's College London
Undergraduate (BA Hons) in English Language and Literature
- 09/2010 – 06/2012** Malvern College, Great Malvern
International Baccalaureate: 38/45
- 09/2008 – 07/2010** Roedean School, Brighton IGCSEs/
GCSEs: 11 A*-As (Awarded Academic Honours)