

oyinkan akande.

## WORK EXPERIENCE

- Freelance**  
**05/2015–present** Writer and Strategist  
I work on projects with global clients to develop copy, strategy, language systems and campaigns. **Clients:** Highsnobeity, 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 and write campaigns, onsite content and editorial formats, and build market-specific copy and localisation strategies across 29 European markets.
- TORLOWEI**  
Luxury womenswear brand  
**06/2024–11/2024** 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)