



Amen Osaro-Osaghae

Creative Director @ OSARO FASHION / Junior Talent Manager @ taö marketing co.

📍 London, UK

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

Languages

English (Native)

About

Through being the co-founder and creative director of emerging high-end fashion brand, Osaro, I've developed skills and become proficient in areas such as fashion and graphic design, social media management and project management. Not having formal training in fashion, my passion for creativity and expression has fuelled my ability to learn about the industry in order to effectively execute in these areas and ultimately express my own vision via my brand's mission and story. In addition to being a creative, playing football from a young age to the present at a competitive level has grown my passion for the sport, and subsequently influenced my decision to pursue a degree in football coaching and performance. The experience of formally studying the game developed my understanding on an analytical level, and has further increased my love and interest in the football. These areas largely shape my character, making me introspective, attentive to detail and largely open to learning in order to better myself, and I aim to use these skills to open doors to new opportunities for growth and progression in my career.

BRANDS WORKED WITH

Abercrombie & Fitch

Amazon

Base Childrenswear

Gh05t

Nike

OSARO FASHION

taö marketing co.

Teamsport Indoor Go Karting

Experience



● Junior Talent Manager

taö marketing co. | Oct 2022 - Now

Built strong relationships within the brand, PR, and agency space to collaborate on projects and develop digital talent. My role includes creating and applying influencer marketing strategies, as well as increasing growth engagement and opportunities for the talent managed.



● Co-Founder & Creative Director

OSARO FASHION | Nov 2018 - Now

Founded and directed emerging luxury fashion brand over the course of 5 years. This includes growing a loyal audience using digital marketing, analytics including Google and Facebook Ads, and utilizing social media channels such as Instagram, Facebook and TikTok.

● Client and Content Executive

Gh05t | Apr 2022 - Aug 2022

Used knowledge of culture, industry trends and personal experience to cultivate content and strategy plans, grow social accounts for clients in industries such as food, tech, media, and sport. This involved collaborative ideation, digital marketing, paid and organic social campaigns, as well as community and account management.

● Sales Assistant

Base Childrenswear | Aug 2021 - Feb 2022

Provided a premium shopping experience for clients in a luxury fashion store, in addition to creating visual merchandise displays expressing differing brand stories and collaborating with management, buying, and head of retail teams to understand market trends to effectively source and sell the best product.

● Team Member

Teamsport Indoor Go Karting | Jul 2018 - Oct 2020



● Prime Student Brand Ambassador

Amazon | Sep 2018 - Apr 2019

Identified opportunities to showcase Prime Student on campus and educated students on the benefits of Amazon Prime. This included creating and hosting events, distributing marketing materials on campus and online, and meeting KPIs to ensure set targets are met.



- **Athlete (Sales Associate)**

Nike | Mar 2015 - Jun 2018

Educated team and consumers on product technology in addition to providing exemplary customer service within brand flagship store.



- **Visual Merchandiser, Merchandising Assistant and Cashier**

Abercrombie & Fitch | Jun 2012 - Mar 2015

Created attractive displays as a visual merchandiser to highlight key products and create a welcoming store atmosphere, as well as learning about customers to find their ideal styles.