



Tanny Onsalo

Editorial Expert - Fashion Director - Creative Strategist

Paris, France

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Languages

- French (Fluent)
- English (Native)
- Spanish (Native)
- German (Basic)

About

Tanny Onsalo, Editorial expert and Fashion Consultant, has an extensive background spanning over a decade, during which she has meticulously enriched her multifaceted creative skills. Her professional journey has delved in the areas of advertising, communication, and the dynamic fashion industry.

As seasoned editorial expert and creative strategist, Tanny's career and portfolio also encompass the roles of producer, content strategist and fashion specialist. Her forte lies in the art of storytelling and forecasting trends, with which she has masterfully coordinated and directed multichannel successful global activations. Her track record includes leading global marketing brand communication campaigns and taking creative concepts from inception to materialization.

With a curated career in several countries to nurture multicultural projects and global cool hunting; her insight, vision, and narrative forecasts upcoming trends with 360° strategy and accuracy.

To enrich her professional experiences she gravitates around creative communication and domains. A double master in Creative Direction and Fashion brought her to Paris, where she is currently based and obtained a Master degree in Advertising developing a hybrid career in visual communications and brand expertise in fashion.

Being poly-disciplinary; is the obligation of a 'new age' excelling creative.

BRANDS WORKED WITH

- BYART Creative Team.
- Louis Vuitton
- The Source.Social
- Vestiaire Collective
- Vogue, Condé Nast Publications

Experience

- **Brand Editorial Expert & Global Content Planning Manager**

Vogue, Condé Nast Publications | Jan 2022 - Now

- Operate closely with the Vogue Editor Leads in order to framework planning, provide content foresight strategy, and publication of global stories across the 28 global Vogue editions.
- Scout and forecast local stories championed for re-publishing, and global stories communicated/factored into local editorial strategies for print and digital respectively.
- Provide global editorial consulting for digital and print content stories within the Vogue network to enforce the position of authoritative leaders in fashion.
- Collaborate with editorial teams and across all key departments to devise a strong content plan to implement brand DNA, integrity, and creation to ensure there is aligned editorial planning across the entire network.
- Spearhead the conception and implementation of qualitative and quantitative performing global content for publication across EMEA, APAC regions, and the Global Vogue network.
- Direct departmental operations to build and improve content workflows with large-scale global teams for multi-channel content (print, digital).
- Partner with cross-functional stakeholders located in multiple time zones to ensure the completion of important content launches and edi-

torial line-ups.

-Leveraging global content performance via cultural editorial expertise to motivate high-performing UV's



● **Head of "The Smart Side of Fashion" & Global Content Strategist**

Vestiaire Collective | Jan 2020 - Jan 2022

-Analyzing data to determine consumer trends and foretelling upcoming consumer behavior in luxury fashion to share with media, and press and develop the company's very first data fashion report.

-Lead the data-reactive narrative to position Vestiaire Collective as an authoritative figure of luxury secondhand fashion.

-Creative Direction and Head of Vestiaire Collective's First Data Fashion report: "The Smart Side of Fashion." Production of the digital report for all global subdomains of Vestiaire Collective: www, us, de, es, it, fr.

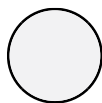
-Creative Direction and production of their first innovation live time screen feed of global data trends.

Global Fashion content strategy to lead through data insights PR teams of APAC, EU, and US with the SEO team across multiple digital media.

-Production and Creative Direction for the SEO Content: Fashion Stories in the Journal.

-Leading The 360° Fashion Editorial Content Calendar based on performance data across multiple channels: Social, Style team, Campaigns, CRM, Acquisition, and Creative Factory.

-Head of "The Newsroom" Press area and reactive news on Global data consumer trends to share with top-tier media and press.



● **Chief of Creative Content**

The Source.Social | Jan 2018 - Jan 2019

-Supervisor of creatives and head of content production; project management through best practices with creative strategy. Forecasting the new media and best practices to tell digital stories with the best interaction and performance.

Creative consulting partnered with Instagram and Facebook. Cool hunting and development of a unique network of global creators. Specialized in mobile-works snackable content.

Accounts: Warner Brothers, My little Paris, Mini, Hyundai, Bouygues, Spotify, Orange, Budweiser, Camif, Illiko, Birchbox, Snackable Content awards.

● **Creative Team Lead**

BYART Creative Team. | Jun 2017 - Jan 2018

Creative team lead, direction and production of original concepts through experiences linking artists to brands. Accounts: Zeiss, Chloé, Montblanc, Playboy, KFC.

Creation of the ByArt logo, corporate identity and agency showreel.

Advertising

- Concept and Production of Ideas for digital campaigns / 360 or original print, according to brief

Visual identity

- Logo design

- Graphic chart

-Corporate Identity

- Creative Consulting as digital native

- Video editing, post production for promotional showreel

Web

- Visual content (Cinemmagraph, photo montages, illustrations and gif)

- Banners

- Profile pictures

- Print
- Textile design,
- Invitation cards,
- Flyers,
- Store front advertising,
- Packaging.



- **Luxury Fashion Consultant**

Louis Vuitton | Jan 2017 - Jan 2018

-Luxury fashion and style consultant of collections through brand storytelling, personalized advising, purchasing, and high-end experience for VIP clients.

-Ensuring the brand narrative is respected with the codes of luxury storytelling.

Education & Training

- 2014 - 2016 ● **ECV "Ecole de Communication Visuelle"**
MBA Creative Copywriting and Artistic Direction in Visual Communication, Advertising and Creative Concepts
- 2016 ● **Sciences Po Paris**
MBA Branding and Strategic Communication,
- 2016 ● **Central St Martin's College of Art and Design**
Photo Journalism Travel Photography "People and Places", Photo Journalism
- 2011 ● **ESECAV. "Escuela Europea de Comunicación y artes visuales"**
MBA Fashion Design, Fashion Forecasting / Design and Accessory Design
- 2009 ● **Teen Vogue Fashion University**
Masterclass - Fashion Editorial, Communication and Journalism, Fashion Communication and Journalism
- 2016 ● **VOGUE Fashion Festival Paris 2016**
Masterclass- Fashion Editorial Journalism, Fashion Editorial Journalism