

oisín tammás

Creative Director, Chief Writer and Brand Director, with over a decade expertise in cultural, arts and film brands & agency-side B2B/2C content strategy & production. Currently working as Creative Director & Chief Brand Strategist for SKATEISTAN, and freelance CD, Writer & Director.

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London / Amsterdam
UK Citizen / EU residency

SELECTED EXPERIENCE

SKATEISTAN, Berlin (remote) – *Brand Dir., Creative Dir, Sr. Strategist, Chief Copywriter*

FEB 2023 - PRESENT

- Management of all internal communications between multiple locations for global award-winning NGO, Skateistan.
- Management and direction of all brand communications, messaging and digital channels.
- Strategic direction and pitching for high-value (1-million+) donors and corporate partnerships (e.g. Vans, Meta, etc)
- Chief writer & creative director of content.
- Liaison and direction around film and photographic assets.
- Author and director of all communications guidelines and participant safe-guarding w/r/t communications globally.

THE SKATEROOM, Brussels – *Creative Dir. & Chief Writer, Brand Strategist*

MAY 2021 - FEB 2023

- Successfully overhauled communications strategy and dept workflows/protocol for company with over 4-million annual turnover.
- Revamped social media offering, including hiring and training new Social Media Manager and Creative Producer.
- Pitching, management and ROI reports for annual content budget.
- Creative Direction and Production of all film & photographic assets.
- Chief Writer & Editor, all copy assets.
- Strategic direction and management of marketing & content campaigns for artist collaborations, inc. Jeff Koons, Cindy Sherman, Michele Lamy, Louise Bourgeois, Haring, Basquiat, Warhol.
- Liaison with key partners, inc. TATE, HypeBeast, Beyeler Foundation, Hauser & Wirth, MoMA, The Met, HighSnobiety.
- Strategic direction for social engagement model and storytelling around NGO sponsorship.
- Leading the creation of brand TOV and communications guidelines (both internal and external).
- Editorial management of The Journal and THE SKATEROOM Magazine (free at all events and with all purchases).
- Executive board member for overall business strategy and direction.
- Host of THE SKATEROOM Podcast.

SKILLS

Brand Direction / Strategy
Creative Direction
Tone Of Voice
Copywriting
Documentary
Communications Direction
Creative Direction
Creative Strategy
Journalism
Project Management
Social Media Management
Creative Production
Film Direction
Client relations
Podcast Host
Wordpress design
(Intermediate/Advanced)
Adobe CS
(PS, Premiere, Illustrator, InDesign)
Video & audio editing
(basic/intermediate)

FREELANCE CLIENTS

Vans
Nike
DSM Dyneema
Kinpins Tradeshow
HTNK
Mazda
Adidas
Vice
Bugaboo
Paramount+
WaterBear
Kings Of Indigo
Prosperity Textile
Recycrom
Lot61 coffee
Book Of Denim

SUPER STORIES, Amsterdam – *Sr. Creative, Producer, Chief Copywriter*

OCTOBER 2016 - JUNE 2021 – Content-Marketing, Agency, Culture

- Project Manager for both international corporate clients and start-ups (DSM, The Dyneema Project, Kingpins Show, Kings Of Indigo)
- Strategy and creative production across the board.
- Creative Director on website development, commercial film and editorial projects.
- Client liaison and budget management.
- Chief writer / editor for copy assets.

SKATEISM, London/Athens – *Co-Founder / Editor-in-Chief / Creative Director*

JAN 2014 - MARCH 2020 – Diversity, Magazine, Skateboarding

- Co-Founder of inclusive skateboarding magazine & creative agency.
- Editorial Director/E-i-C for 6 issues, 10k circulation, with global distribution via Antenne Books and DLX Distro.
- Creative Director for commercial client projects (Nike, Vans, Adidas, IrieDaily) – film, photographic, editorial.
- Content management for skateism.com
- Hiring, training and management of team of 5 part-time staff.
- Overall business strategy for editorial and commercial partnerships.

PUSHING BOARDERS, Malmö – *Creative Lead, Co-Organiser*

MAY 2019 - AUGUST 2019 – Conference, Academic, Skateboarding

- Co-organiser of academic conference for skateboarding and youth culture, Pushing Boarders Malmö
- Creative Direction of visual branding, overseeing graphic designer and artists.
- Direction and production of two panels at event.
- General event management at the event.
- Social media support at the event.

FREE MOVEMENT, Athens – *Comms Director / Creative Lead*

SEP 2017 - MAY 2021 – NGO, Refugee, Skateboarding, Youth

- Successful overhaul of branding and communication strategy for NGO Free Movement Skateboarding.
- Brokering commercial and funding partnerships.
- Management of all social media channels.
- Creation of website (WP).
- Writer of all copy assets.
- Continuous consultancy to date.

TOOLS

CoSchedule, ODOO, Squarespace, Wordpress, Kontentino, Later, HootSuite, Adobe CS, Webflow, Analytics, Monday

LANGUAGES

English (Native), French (Intermediate), Greek (Advanced)

UEA, UK – MA, *Philosophy & Literature* – Merit

SEPTEMBER 2015 - SEPTEMBER 2016

UEA, UK – BA, English Literature & Philosophy – First (Hons)

SEPTEMBER 2012 - JULY 2015