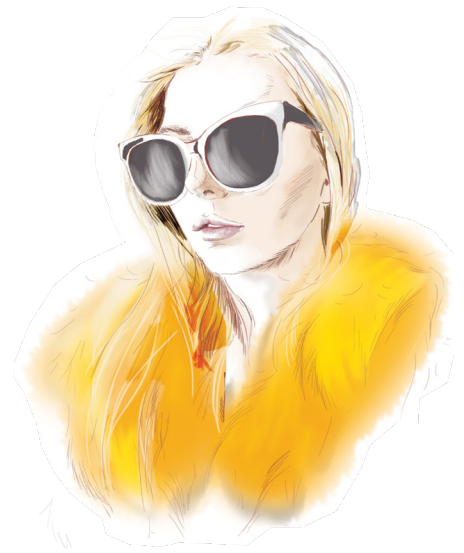


# FLO CHARLTON

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I am currently a third year Commercial Photography student at the Arts University Bournemouth, with a unique creative vision. I have specialised in Fashion Photography, and find the combination of both still and moving image provides a successful juxtaposition to this style of work. I am a very creative individual, that entails skills covering a combination of photography, styling and design. My work aims to generate a visual communication of a concept or brand.

## Skills

Advanced digital photography, Adobe Photoshop, Premier Pro and InDesign.

## Work Experience

- 2018 BOMO - photographer/content creator  
Performed the role of photographer and retoucher to generate their social media content.
- 2017 McCann London - intern  
Assisted the Art Buyers sourcing photographers, artists and imagery that fit each given brief.  
Provided a variety of research for several briefs I was involved in.  
Attended meetings with producers, creatives and photographers overseeing the creative process.
- 2017 Jones & Bone - intern  
Photographed and retouched for the jewellery brand Joumanna Jewellery to cover the next 6 months of their Instagram account.  
Covered 6 months of social media content including inspirational imagery, quotes and generated style guides.  
Created mood boards and research files for several clients to generate the initial inspiration for upcoming projects.
- 2016 Selfridges & Co - intern  
Photographers assistant for E-commerce, still life and creative shoots, helping with lighting and setting up the content.  
Stylist assistant for the E-commerce shoots where I de-tagged, steamed and organised outfits.  
Shadowed a retoucher to help broaden and develop my own Photoshop skills.
- 2015 Mayhem 14 - photographer & designer  
Photographed and retouched clients products to be placed on their website and in brochures  
Designed brochures for clients and performed general photoshop work such as resizing and clipping for other jobs
- 2014 ITV/This Morning - intern  
Assisted the head stylist with pairing selected items, and helped dress and organise the models.  
Organised the fashion cupboard, steamed and prepped the outfits and dealt with returns and send outs.  
General runner for the studio going back and forth from Oxford Street to pick up and return the stylists selected items.
- 2014 New Look Press - intern  
Recorded all press of the brand shown in newspapers, magazines and digital formats.  
Used general knowledge of the brand to source items of a requested style.  
Organised the show room, managed the phone and dealt with returns and send outs.
- 2011 The Dune Group - shop floor assistant  
Worked over 2 fashion seasons  
Provided excellent customer service and gained fashion retail experience.

## Academics

- 2018 Arts University Bournemouth  
BA (Hons) Commercial Photography Degree, specialising in Fashion.  
Foundation Degree in Art & Design, specialising in Photography.
- 2014 St Crispin's School/Sixth Form  
A levels in Fine Art, Textiles and Photography.  
11 GCSE's including Maths, English, Science and IT.