

Timisola Ogunleye

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What drives me is authentic storytelling and helping brands show up authentically in real life and online. Over the past 7+ years, I've built my expertise as a multidisciplinary creative producer and strategist, developing content, experiential activations, and PR/event moments for top brands across beauty, tech, fashion, and social impact. My approach centers on leading inclusive, culturally resonant projects and talent-driven content that generate significant engagement through innovative digital strategies. In addition to production, I bring hands-on experience supporting high-profile press events, fashion shows, and conferences; offering polished client service, front-of-house coordination, and backstage support. Passionate about creating moments that truly connect, entertain, and inspire.

PROFESSIONAL EXPERIENCE

TKO Creative Studio

Founder & Creative Producer

Los Angeles, CA

Dec 2019 - Present

- Project managed 10+ high-profile editorial shoots for publications like Paper, W, and i-D Magazine, overseeing production schedules, budgets, and creative execution.
- Lead creative development and execution for brand campaigns, music videos, editorials, and experiential content across digital platforms.
- Collaborate with creators, stylists, marketers, and talent managers to develop strategic concepts aligned with cultural trends and brand goals.
- Manage RFP responses, pitch decks, production schedules, talent casting, bid forms, permits, and budgets for projects ranging from small social shoots to large-scale video and photo campaigns.
- Integrate research, social insights, and trend forecasting to inform creative direction and storytelling.
- Develop creative treatments, production timelines, call sheets, and asset delivery workflows.
- Regularly scout and manage 100+ talent (influencers, models, musicians) for campaigns, emphasizing authenticity and reach in the creator space.

Creative Consultant & Content Creator

Self Employed

Los Angeles, CA

Aug 2020 - Present

- Build and manage a personal platform with 900K+ followers (grew in 1.5 years), creating engaging, nuanced content around politics, wellness, and social impact.
- Generated over 45M+ video views across personal platform and branded content campaigns.
- Strategized and executed DrOBeauty's TikTok marketing strategy, driving a 2,000% increase in monthly sales through viral campaigns and paid partnerships.
- Produced branded content and partnerships for 15+ clients including Disney, Planned Parenthood, Apple, and Marvel to deliver creator campaigns rooted in authenticity and education.

Freelance PR + Event Producer

Various Clients – NY & LA

Los Angeles, CA

Feb 2023 – Present

- Provided guest services and backstage support at New York Fashion Week for brands including TWP and Selkie, managing model dressing and backstage flow.
- Oversaw front-of-house and VIP check-in at two Tribeca Film Festival events, managing guest lists, credentials, and interfacing with publicists, reps, and production staff.
- Served as a Client Services team member for Apple's WWDC Conference and Fall Keynote, ensuring seamless hospitality, registration, and high-level support for VIP attendees and partners.
- Worked cross-functionally with security, production, and creative teams to uphold brand standards and deliver polished guest experiences in fast-paced environments.

SKILLS & TOOLS

- Strategic Ideation & Pitching
- RFP Development & Creative Responses
- Creator Economy & Influencer Strategy
- Production Management (Budgets, Call Sheets, Timelines)
- Stakeholder Collaboration
- Research & Cultural Trend Analysis
- Google Workspace, Microsoft Office, Keynote, PowerPoint
- Social Media Strategy
- Talent Casting & Management