NTIANU



OBIORA

CREATIVE STRATEGIST
FOUNDER
TILT CREATIVE COLLECTIVE

EDITORIAL INSTINCT.
COMMERCIAL INTENT.
LAGOS / LONDON

SELECTED WORK / 2026

PROFILE & PORTFOLIO

Fifteen years of making brands impossible to ignore.

EDITORIAL INSTINCT. COMMERCIAL INTENT.

Editor. Strategist. Founder.

Ntianu Obiora is a creative strategist with fifteen years of experience across publishing, marketing, communications and digital strategy. She founded Tilt Creative Collective in 2018 on the belief that disciplined creative thinking can change what a brand becomes.

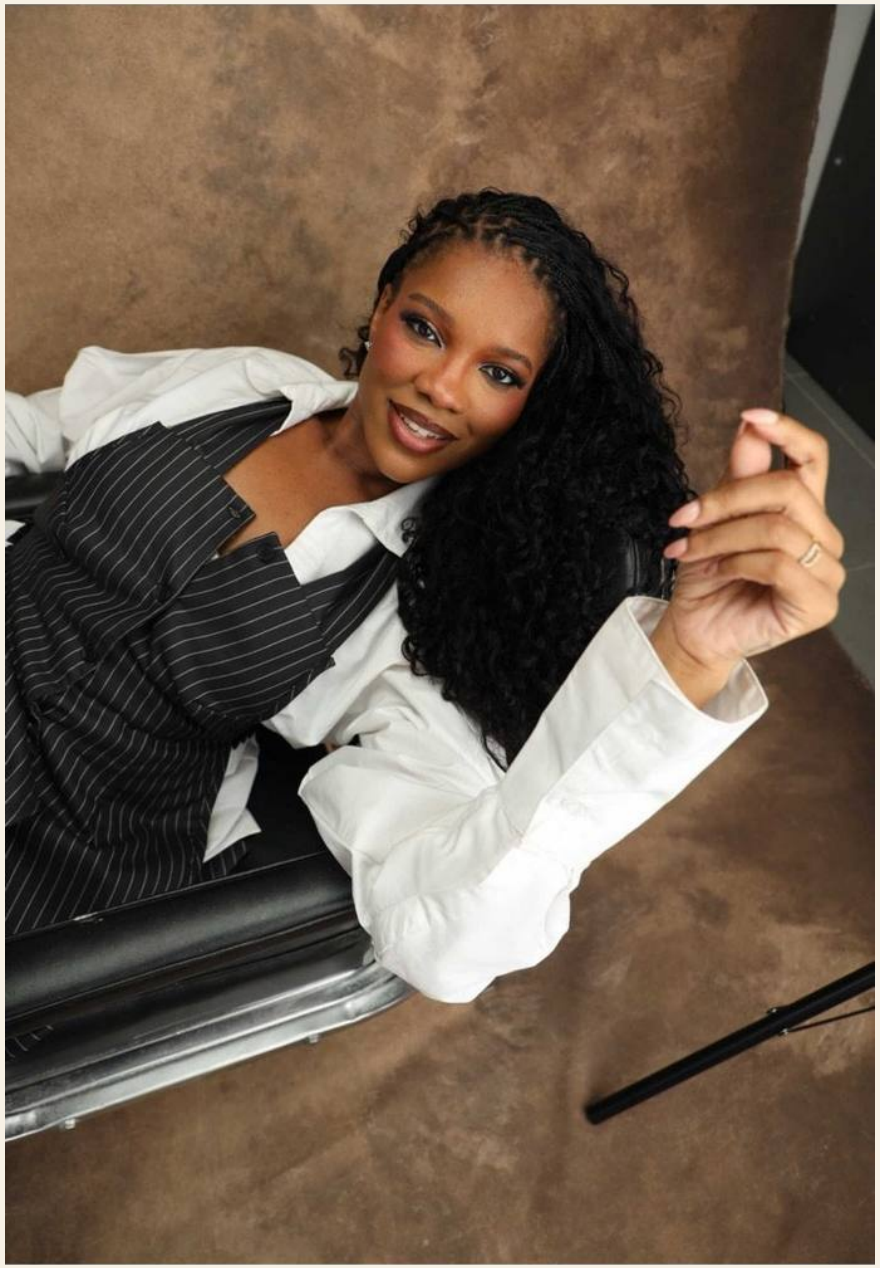
She has developed content campaigns for L'Oréal, Coca-Cola and ORIKI. Her career was kickstarted by ELLE UK's Edited by the Interns programme in 2013, where she was selected as Fashion Writer.

As Content Editor at Industrie Africa, she led a content team, commissioned, edited and wrote fashion and culture stories, and developed social and brand content, marketing campaigns and partnerships.

At The Folklore, she developed content and campaigns and organised events across New York, Los Angeles, Lagos and London. She brokered the AMAKA collaboration for The Folklore London Experience and organised webinars featuring Topicals and Nordstrom.

At Pulse Nigeria, she was Senior Category Lead, shaping partnerships with GTBank, First Bank, Mitsubishi and Heineken. She went on to lead PR and marketing strategy for AFA Sports, the official uniform sponsor of Team Nigeria at the Tokyo Olympics.

Today her work spans oil and gas, arts and culture, and international beauty brands entering African markets. She is known for building brands that are positioned to lead and to last.



A Lagos perspective. An international practice.

Fifteen years across editorial, brand strategy and communications.

Founder and Managing Director of Tilt since 2018.

Beauty, fashion, hospitality, technology, education, energy, music and culture.

Where it began

ELLE

Fashion Writer
Edited by the Interns, 2013

Selected as a winner of ELLE UK's Edited by the Interns programme, Ntianu joined the team working on the October 2013 issue. The programme, in association with Nokia, kickstarted her career in fashion publishing and professional writing.

2013 winners announcement →

Industrie Africa

Content Editor | June 2021 — July 2022

Editorial instinct. Commercial understanding.

I led the content team, commissioning, editing and writing African fashion and culture stories alongside social and brand content, marketing campaigns and partnerships.

I developed the social media strategy, strengthened editorial workflows and built a network of writers across the continent and diaspora, supporting the growth of Imprint, Industrie Africa's editorial division.



AYRA STARR × ORANGE CULTURE
Commissioned and edited feature • By Vincent Desmond
11 October 2021 • Photography via Industrie Africa

Read the feature →

The Folklore

Content. Campaigns. Community.

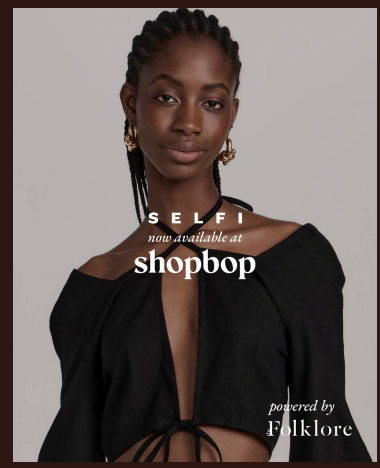
I developed social and brand content and marketing campaigns that connected fashion businesses with audiences and new markets.

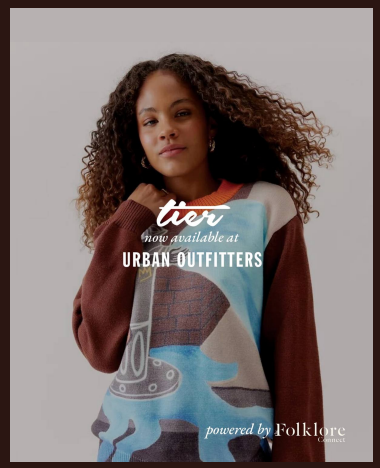
I organised pop-ups in New York and Los Angeles, the Lagos Co-Working Retreat, and The Folklore London Experience with AMAKA, brokering the London collaboration.

I also organised webinars featuring brands and retailers including Topicals and Nordstrom.









Lagos retreat • Events & community • Retail announcement content

“Everything a brand makes should have a purpose.”

Every channel and every message should say clearly who you are, what you do and what you value.

Taking brands into new markets

I take brands into Nigeria and give people a reason to choose them there.

I have done it for Sleek Makeup, Kaera Cosmetics, Emolyne Cosmetics and uGeo. The work connects positioning, creator networks, trade and retail strategy, and launch planning with how people in this market discover products and decide to buy them.

International teams trust me to tell them what will travel and what will not.

Sleek Makeup Kaera Emolyne uGeo

From the idea to the final frame

Brand strategy and positioning

I find what is true about a brand and interesting to its audience, and build everything else on it. Naming, repositioning and language become a plan a team can use on Monday morning.

PROOF / NKARNE, EFFEX

Creative direction

I direct campaigns from moodboard to final frame. I choose the creative team, set the visual world and stay close to the work on set. Editorial training tells me when an image has the story, and when it does not.

PROOF / SLEEK, JACQUÉ

Content people return to

Content and social media

I treat a feed as a publication with a point of view. I have built social presences for restaurants, spas, fashion houses, beauty brands, technology companies and artists. I measure the work through enquiries, sign-ups, sales and reputation.

PROOF / ORIKI, ERIC KAYSER, JACQUÉ

Creator and community programmes

Creator programmes need clear tiers, briefs and measures. I build them to earn credibility as well as reach. Offline, I create event series that put a brand in a room with the people it most wants to know.

PROOF / KAERA, EMOLYNE, CHAT LAGOS

Research, measurement and reporting

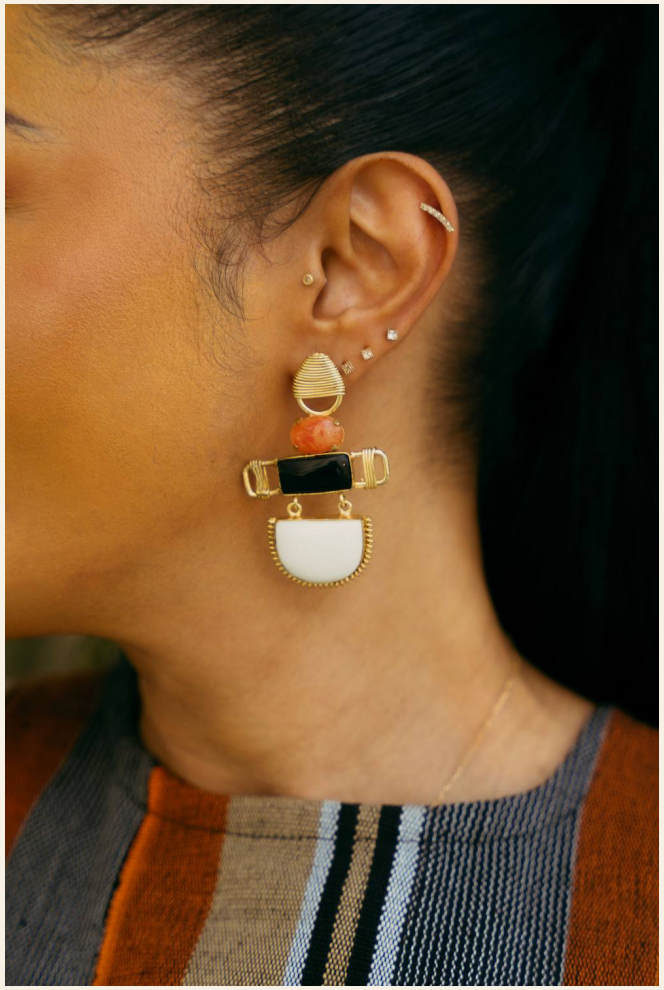
I ask customers before I advise founders.

I have run discovery and focus groups ahead of launches and turned what people said into recommendations founders could act on.

Once the work is live, I report plainly at the level senior management needs, including when the right advice is to change course.

DARA / CONSUMER DISCOVERY KAERA / MANAGEMENT REPORTING

Recent work





Kaera Cosmetics

BEAUTY / MARKET ENTRY AND GROWTH, NIGERIA



THE BRIEF

A cosmetics house entering Nigeria with two lines, Kaera and Kaera Heritage, needed awareness and trade relationships in a crowded market.

THE WORK

I lead the market entry and growth campaign: positioning, a nano-to-macro creator programme, campaign production, trade fair strategy, paid social, a Beauty West Africa content plan and senior management reporting.

THE IMPACT

Creators, content, advertising and trade activity are organised around one market entry plan and budget.

Emolyne Cosmetics

BEAUTY / MARKET ENTRY STRATEGY, NIGERIA



THE BRIEF

An international colour cosmetics brand needed a route into Nigeria for lipstick, lip gloss and nail polish.

THE WORK

I built positioning, consumer profiles, a four-tier creator programme, Meta and Google advertising strategies, and fashion partnership pitches. When priorities changed, I adapted it for social commerce: creator and artist-led TikTok content with WhatsApp ordering.

THE IMPACT

A route to market shaped around how Nigerian beauty customers discover and buy products, with a plan that could adapt to the business.

DARA Smart Buddy

EDUCATION TECHNOLOGY / GO-TO-MARKET



THE BRIEF

An edtech company preparing its first product needed to understand the market and prepare for launch.

THE WORK

I led discovery, consumer focus groups and a synthesis for the founders, followed by go-to-market planning and launch preparation. Tilt supports project management, social media and content through the launch programme.

THE IMPACT

The founders had consumer evidence to inform launch decisions and a plan built around the people they wanted to reach.

Jacqué

HOME FRAGRANCE / CONTENT PARTNERSHIP



THE BRIEF

A home fragrance brand with the ambitions of an international scent house needed content to match.

THE WORK

I restructured the engagement into a quarterly partnership covering strategy, creative direction and batch production. Films and photography build a recognisable world around scent, memory and home.

THE IMPACT

A consistent visual direction and a production rhythm that gives the brand’s own team finished content to publish regularly.

Artists and culture

SAÍ
Bloody Civilian

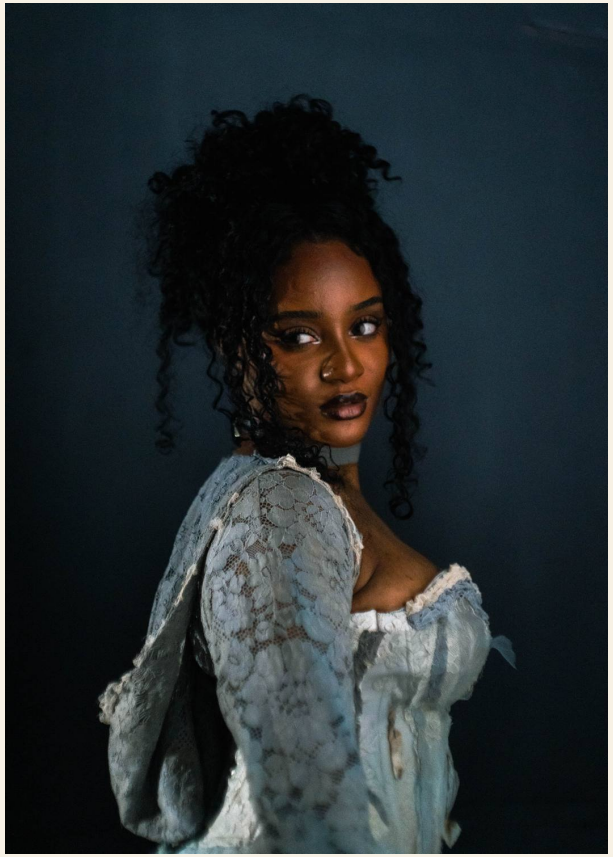
I build artist foundation documents, brand audits, digital positioning, content frameworks and paid social plans.

The work includes SAÍ, with budgets planned in naira and sterling, and Bloody Civilian with Category 22.

The discipline is the same as for a brand: find what is distinctive and make sure every release, image and post carries it.

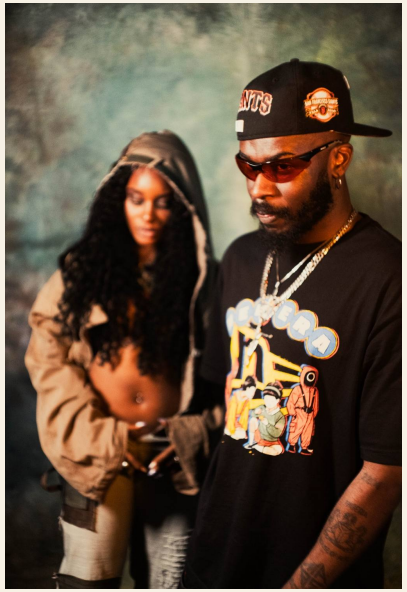
Bloody Civilian













SELECTED IMAGERY & BEHIND THE SCENES

Five principles

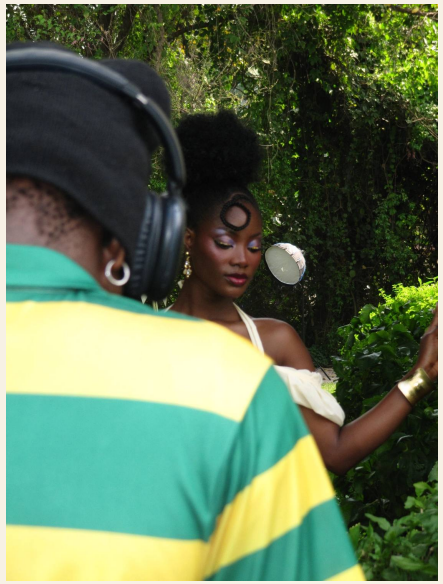
01	Start with the business	What you sell, who buys it, what stands in the way and what counts as a win.
02	Look for the angle	Find the idea that makes the brand worth paying attention to.
03	Stay close to the work	Senior thinking belongs in the strategy session and on the set.
04	Tell the truth	If the product, budget or plan needs to change, say so and bring an alternative.
05	Measure	Report plainly, then use what the work teaches you to make the next piece better.

Building the team behind the work

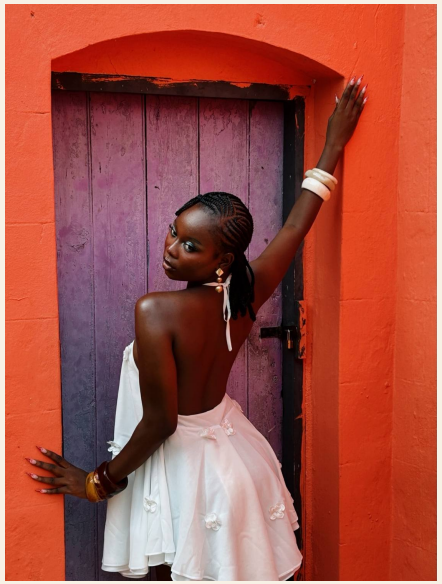
I have built Tilt into an agency with creative leads, account managers and designers, supported by photographers, filmmakers, stylists and writers across Lagos and London.

I set the creative standard, train the team to meet it, and structure every account so clients know who is thinking about their brand and who is making the work.

Leadership means making that standard repeatable, while staying close enough to protect the idea.







TILT
CREATIVE COLLECTIVE

Off centre, on purpose.

Our own next chapter

Recently, I led Tilt's rebrand, shaping a new identity and a clearer position as a creative agency with a global outlook.

I approached our own business as I would a client's: clarify the positioning, give it a distinctive visual language and carry that thinking through the company profile and digital direction.



If your brand has something to say, I can help you say it well.

I work with founders, marketing directors and international teams on market entry, brand strategy, campaigns and content.

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