

EDDIE JAMES BRANNAN

Creative Director | Content Producer | On-Set Art Director | Los Angeles, CA

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SUMMARY

Multidisciplinary Art Director with 15+ years' experience shaping bold, culture-forward visual narratives across fashion, lifestyle, and beauty. Former Creative Director at The Fader, CITY, and BlackBook magazines, with a deep background in leading editorial and eCommerce shoots from concept to final retouch. Skilled in art directing campaigns, styling, and image curation, delivering cohesive brand storytelling across digital, social, and print platforms. Proven ability to lead teams, maintain visual consistency, and elevate brand aesthetics in fast-paced studio settings

CORE EXPERTISE

- Campaign & eCommerce Art Direction
- Creative Concepting & Pitch Development
- Still & Motion Shoot Direction (Studio & Location)
- Visual Storytelling Across Entire Brand Eco-system
- Deep understanding of Fashion, Beauty, & Lifestyle
- Direction, Mentoring, & Leadership

EXPERIENCE

Independent Creative Director & On-Set Photo/Video Art Director | Global | 2014 – Present

- Provide end-to-end art direction for fashion, beauty, and lifestyle brands across digital, social, and retail touchpoints
- Lead campaign concepting, eCommerce and editorial shoots, and seasonal storytelling development
- Collaborate with studio teams, stylists, and post-production to ensure creative consistency
- Specialist in new business pitch development and visual deck presentation

Anastasia Beverly Hills — Executive Creative Producer | Los Angeles | 2022 – 2024

- Oversaw global campaign development, from concept through shoot execution and final retouch
- Directed image selection, retouch feedback, and editorial consistency across product launches
- Partnered with leadership and cross-functional teams to align brand visuals with KPIs and channel needs
- Managed casting, styling, and studio teams to ensure timely, high-impact content delivery
- Responsible for multimillion-dollar annual studio budgets and production workflows

Nike — Lead Still + Video Art Director | Los Angeles | 2018 – 2022

- Directed seasonal eCommerce and editorial imagery across Nike.com and social platforms
- Drove evolution of brand visuals, model casting, and styling within Nike's storytelling framework
- Ensured fidelity to brand tone across high-volume content pipelines in a fast-paced studio environment
- Collaborated with studio, post-production, and merchandising teams to maintain visual standards

Chandelier Creative — Consultant Creative Strategist | New York | 2014 – 2017

- Developed narrative-driven campaign and editorial concepts for fashion and luxury clients
- Led styling direction and shoot ideation for multi-platform content launches
- Worked on creative development for NARS, Sephora, and Bergdorf Goodman

King & Partners — Director, Creative Strategy | New York | 2013 – 2014

- Created elevated brand stories for fashion, hospitality, and luxury clients
- Delivered pitch decks and creative development for clients including Faena, Bentley, and Edition Hotels

Ralph Lauren — Branded Content Editor | New York | 2012 – 2013

- Directed and produced editorial and branded storytelling for Ralph Lauren Magazine and digital channels

CreateThe Group — Creative Director, Content | New York | 2010 – 2012

- Led content and copy creative across digital campaigns for luxury and fashion brands: Burberry, H&M, John Varvatos, David Yurman

Magazines

- Creative/Editorial Director, **The Fader**
- Creative Director, **CITY, BlackBook**
- Founder, **Something In The Way**