

EDDIE JAMES BRANNAN

Creative Director | Content Producer | Los Angeles, CA

eddiejbrannan@gmail.com | linkedin.com/in/eddiebrannan | www.eddiebrannan.com | (917) 607-6620

SUMMARY

Creative Director and Content producer with two decades of experience shaping narrative, visual, and experiential identities for global luxury, lifestyle, fashion and beauty brands. Proven leader in integrated strategy for visual assets across digital, social, video, and OOH platforms. Founding creative/editorial director of The Fader magazine

CORE EXPERTISE

- Photo/Video Direction (Studio & Location)
- Talent Casting & On-Set Leadership
- Shoot Production & Asset Planning/Management
- Content Strategy & Digital Production
- Post-Production Oversight (Video/Still/Motion)
- Cross-Functional Collaboration
- Integrated Campaign Development
- Brand Identity & Storytelling

EXPERIENCE

Independent Creative Director & Producer | Global | 2014 – Present

- Present custom creative strategy packages to top-tier agencies, client executives, and stakeholders
- Ideate and execute 360° campaigns experiential activations, and visual content for digital-first launches
- Key clients: Bobbi Brown Cosmetics, Jo Malone London, Alpha Industries, CreateThe Group, Laird + Partners, Lloyd & Co

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

- Collaborated closely with President/Creative Director and cross-functional teams on all facets of print, digital, and social media production from concept to execution
- Ensured brand integrity and consistency across all assets produced by internal studio
- Coordinated with cross-functional teams to align brand storytelling with launch KPIs and retail goals
- Managed the in-house content studio, overseeing day-to-day operations, scheduling, casting, and production workflows.
- Oversaw production budgets for photo and video shoots, managing cost estimates, vendor negotiations, and allocation of resources to ensure on-time, on-budget delivery

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

- Art directed daily photo and motion shoots for Nike.com, driving visual consistency and cultural relevance across Nike, Jordan, and Converse
- Partnered with product and marketing teams to shape campaign concepts, product storytelling, and seasonal narratives
- Played key role in evolving Nike's digital content standards for lifestyle and sport categories
- Mentored junior creatives and contributed to creative team hiring and onboarding processes.
- Authored a comprehensive onboarding and procedural guide for incoming art directors, establishing best practices, workflow standards, and cross-team communication protocols

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

- Developed breakthrough campaigns and activations for beauty and lifestyle clients
- Notable work for Sephora, NARS, Juicy Couture, Beats by Dre, and Barbie

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

- Defined creative direction and digital experience strategies for high-end clients: Stuart Weitzman, CK One, Edition Hotels, Faena

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**