

# EDDIE JAMES BRANNAN

## Editor & Writer | Editorial & Content Strategist | Los Angeles, CA

eddiejbrannan@gmail.com | [www.eddiebrannan.com](http://www.eddiebrannan.com) | (917) 607-6620

### PROFILE

Editorial and brand storyteller with 15+ years leading print and digital platforms across fashion, culture, and lifestyle. Former Editor-in-Chief of **Trace** and Creative/Editorial Director at **The Fader**, with deep experience producing global magazines, managing editorial teams, and building networks of writers, stylists, and photographers. Trusted by brands including **Nike**, **Ralph Lauren**, and **Anastasia Beverly Hills** to merge cultural storytelling with business strategy.

### CORE EXPERTISE

- Print & Digital Editorial Leadership
- Team & Talent Management
- Global & Freelance Networks
- Narrative Development & Cultural Storytelling
- Editorial Voice & Creative Campaign Direction
- Luxury, Fashion, Art, and Lifestyle Communications

### EXPERIENCE

#### Editorial & Magazine Leadership

- Editor-in-Chief, Trace
- Editorial & Creative Director, The Fader
- Editorial contributor to Suited, Cultured, Big, DVEight, CITY, BlackBook, Room 100, and others
- Author of forewords and cultural essays for photography/artist monographs

#### Creative / Content Editor & Strategist | Global | 2014 – Present

- Lead editorial strategy, content calendars, and narrative development for fashion and lifestyle brands.
- Align storytelling across print, digital, and social, ensuring quality and cultural relevance.
- Build and manage freelance networks; direct multi-platform campaigns with AI-supported tools.

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

- Led content production for global campaigns, overseeing editorial tone, visual narrative, and budgets.
- Partnered with leadership to refine strategy across marketing, social, and retail touchpoints.

#### Nike — Lead Still & Video Content Director | Los Angeles | 2018 – 2022

- Produced narrative-driven content for Nike.com and internal channels.
- Directed photo and motion shoots, ensuring alignment with brand aesthetic and audience goals.
- Wrote copy for style guides and presentations

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

- Developed campaign messaging & strategic communications for clients including NARS, Sephora, Bergdorf Goodman
- Edited longform and web content across brand and consumer channels

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

- Oversaw storytelling frameworks and editorial calendars for high-profile fashion, luxury, and hospitality clients
- Clients included Edition Hotels, Faena, and Bentley Motors

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

- Managed copy editing and editorial development for Ralph Lauren Magazine and digital campaigns
- Aligned messaging across departments, ensuring consistency and brand integrity globally