

EDDIE JAMES BRANNAN

Creative Director | Copywriter & Editor | Content, Editorial & Brand Strategist | Los Angeles, CA

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PROFILE

Editorial and brand storyteller with 15+ years of experience shaping voice, narrative, and content across luxury, fashion, design, and culture. Former Editor-in-Chief of Trace and Creative/Editorial Director at The Fader, with a background spanning longform, shortform and social-driven editorial and brand campaigns for clients like Ralph Lauren, Nike, and Anastasia Beverly Hills. Known for sharp copy, layered narrative development, and high-level creative collaboration. Fluent in blending tone, image, and message—and excited by the intersection of AI, aesthetics, and cultural storytelling.

CORE EXPERTISE

- Narrative Development & Editorial Direction
- Brand Voice, Longform Writing & Content Calendars
- Cultural Storytelling (Fashion, Interiors, Art, Travel)
- AI-Supported Copy & Content Strategy
- Social & Platform-Based Storytelling
- Creative Collaboration (Visual, Motion, Editorial)
- Luxury, Design, and Lifestyle Communications
- Copy Editing, Proofreading & Tone Consistency

EXPERIENCE

Creative Director, Content/Brand Strategist, Writer & Editor | Global | 2014 – Present

- Provide copy editing, content strategy, and campaign development for leading brands and editorial platforms
- Manage narrative alignment, tone, and quality control across digital and print properties
- Develop and manage branded editorial for brand platforms and social
- Fluent in AI tools (ChatGPT, Midjourney, Perplexity) for ideation and drafting

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

- Directed content production for global campaigns, managing asset development, editorial tone, and visual narrative
- Collaborated with senior leadership on messaging strategy across internal and external channels
- Oversaw cross-functional teams, budget planning, and localization efforts

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

- Produced and edited storytelling content for Nike.com and internal platforms, maintaining editorial consistency
- Collaborate closely with designers, photographers, and editors to shape narrative-driven, visually immersive content across digital and physical formats
- Directed photo and motion shoots, ensuring alignment with brand aesthetic, voice and audience targeting

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

- Developed campaign messaging, internal communications, and executive-facing presentations and pitches
- Created strategic communications for clients including NARS, Sephora, and Bergdorf Goodman
- Edited longform and web content across brand and consumer channels

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

- Oversaw storytelling frameworks and editorial calendars for high-profile fashion, luxury, and hospitality clients
- Edited executive communications, digital campaigns, and corporate collateral
- 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
- Tracked performance and engagement against KPIs

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

- Led content strategy and editing for clients such as Burberry, John Varvatos, David Yurman, and Knoll
- Directed content teams and wrote/edited campaign and executive communications
- Ensured quality control across multiple touchpoints and vendor relationships

Editorial & Magazine Leadership

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