

JOHN PAUL TRAN

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SUMMARY

Creative leader that has guided teams in brand evolution and 360 degree creative across social, digital, print and broadcast for fashion, beauty, retail, spirits and technology brands. Adept at fostering relationships and partnering with clients through core brand development and integrated strategies to create the most effective work.

EXPERIENCE

Creative Direction
Brand Content
Integrated Campaigns
Brand Strategy
Digital & Social Strategy
Content Strategy
Product & Packaging
Production
Broadcast
Digital Content
Radio
Print
Editorial

TRIPTENT | CHIEF CREATIVE OFFICER NEW YORK, NY

JANUARY 2013-PRESENT

Established independent advertising agency, Triptent, in partnership with CEO. Built department of art directors, copywriters and designers to service leading national retail businesses. Oversee the creation of multi-channel initiatives to successfully meet and surpass targeted KPIs. Mentor and guide graphic, social and editorial creative teams to ensure consistent brand messaging and creative excellence.

- Utilized the experience of Triptent's single client (Kohl's) and six employees to pitch and win assignments from PetSmart, Ashley HomeStore and Pandora Jewelry. Converted each to retainer-based AOR status in less than one year.
 - Regularly monitor and modify for increased efficiency and profitability.
 - Developed approach for servicing international clients including Pandora (HQ in Copenhagen and client counterparts throughout North and South America).
 - Foster relationships with clients, search consultants, PR contacts and executive search firms.
 - Additional agency clients and experience includes Pandora Jewelry, Kohl's, WW (nka Weight Watchers), Ashley HomeStore, Murad, Unilever, KPMG, Hourglass Cosmetics, RMS Beauty, 50 Bleu Vodka, PetSmart and Believe Diapers.
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SKILLS

Creative Suite
Communication
Mentoring
Microsoft Office
Trello
Monday
Keynote
Wordpress
Photography
Sewing
Baking

EDUCATION

F.I.T. NY
Continuing Education
in Fashion Design

THE PROJECT COLLECTIVE | FOUNDER NEW YORK, NY

2011-PRESENT

Founder and President, TPC is a collective of creative projects (divisions) that focus on three key disciplines of marketing and advertising, art representation and interiors. Clients include CyberOne Risk, Talbots, L'Oreal, Polo Ralph Lauren American Living, Cole Haan, Parlux Fragrances, Kohl's, Martha Stewart Weddings and Elle Vietnam.

**VOGUE | CONTRIBUTING CREATIVE DIRECTOR
NEW YORK, NY**

DEC. 2011-AUG. 2016

Creative contributor on international editions of VOGUE magazine such as VOGUE Mexico, VOGUE Latin America and VOGUE Hombre.

- Increased the awareness and sales with elevated conceptualized themes, covers with accompanying fashion stories and digital content videos. Producing some of the top selling issues.
- Creative oversight on post-production from retouching to asset delivery.
- Built and managed shoot team on individual projects.
- Managed project budgets and able to deliver on-brand quality assets with a more cost efficient approach.

**OGILVY & MATHER | CREATIVE DIRECTOR
NEW YORK, NY**

OCT. 2011-JAN. 2013

Developed and created global market advertising campaigns for fragrances on AVON Cosmetics. Partnered on the development of creative advertising for color cosmetics, skin care and rep recruit.

**SHUTTERFLY (FORMERLY MY PUBLISHER)
CREATIVE DIRECTOR
NEW YORK, NY**

APRIL 2011-OCT. 2011

Built the MyPublisher brand from the ground up by developing a new brand voice and redesigning their e-commerce sites, desktop/online software, emails and banners. Managed a creative team of +10.

**MCCANN ERICKSON
ASSOCIATE CREATIVE DIRECTOR
NEW YORK, NY**

AUG. 2007-MAY. 2009

Developed creative on broadcast, print and web campaigns that met seasonal marketing objectives for Kohl's Department Stores. Worked on exclusive and limited collections such as Vera Wang. Managed and guided television and print shoots including hair, makeup, casting and styling on brand and retail television.

**ESTEE LAUDER | SR. ART DIRECTOR
NEW YORK, NY**

JUL. 2005-AUG. 2007

Art director on all broadcast and global print advertising for Sean John Fragrances. Collaborated in the development of bottle design, packaging design, visual merchandising and copy for all touch points.