

JOHN PAUL TRAN

Experience

Creative Direction
Brand Content
Integrated Campaigns
Brand Strategy
Digital & Social Strategy
Content Strategy
Product & Packaging
Production

Skills

Creative
Communication
Mentoring
Microsoft Office
Keynote
Wordpress
Photography
Sewing
Baking

Background

Fashion Institute of Technology
Continuing Education in
Fashion Design

Contact

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Triptent | Executive Creative Director

2013 – Sept. 2018

Partnered in the launch of Triptent New York. Lead the creative department and developed creative ideas to drive traffic and drive customer acquisition of retail clients. Managed the development of multi-channel concepts to support marketing initiatives. Guided graphic, social and editorial creative teams to ensure a consistent brand message across all communication platforms for clients; Kohl's, Pandora PetSmart, Hourglass Cosmetics, Ashley HomeStore, 50 Bleu Vodka and Unilever.

The Project Collective | Creative Director Freelance

2011 – Present

Advising Creative Marketing Director working to visualize a new brand identity, website, look and voice for cyber security & compliance company, CyberOne Risk. Other previous client work includes Talbots, L'Oreal, Polo Ralph Lauren American Living, Cole Haan, Parlux Fragrances, Kohl's, Martha Stewart Weddings and Elle Vietnam.

VOGUE | Contributing Creative Director

2011 – Aug. 2016

Creative contributor on international editions of VOGUE magazine such as VOGUE Mexico, VOGUE Latin America and VOGUE Hombre. Conceptualized themes, covers and fashion stories and digital content videos.

Ogilvy & Mather | Creative Director

Oct. 2011 – Jan. 2013

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

Shutterfly (formerly MyPublisher) | Creative Director

Apr. 2011 – Oct. 2011

Helped build 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 NY | Sr. Art Director

Sept. 2007 – May 2009

Developed creative on national broadcast, print and web campaigns that met seasonal marketing objectives for Kohl's Department Stores. Managed and lead television and print shoots including hair, makeup, casting and styling on brand and retail television.

Estée Lauder | Sr. Art Director

July 2005 – Sept. 2007

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