

# BRAMBLE TRIONFO

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CREATIVE DIRECTOR

NEW YORK, NY

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303.941.6933

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## DECEMBER & SONS

FOUNDER / CREATIVE DIRECTOR  
April 2023-Present

Founded boutique creative agency with staff of 6+ members. Became agency of record for Claire's and Savage x Fenty, with multi season contracts. Directed agency vision and lead creative output, translating platform, industry, and visual trends and best practices into creative executions. Direct creative guidance and oversight for deliverables including content strategy and production, brand positioning, visual identity, launch and go-to-market campaigns, social playbooks, partnerships, and activations. Direct and manage a team of art directors, designers, and copywriters while fostering relationships across internal teams, external partners, and clients. Simultaneously oversee multiple projects, shifting seamlessly across clients and media and carrying concepts from start to completion.

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## CLAIRE'S

CREATIVE DIRECTOR  
June 2021-April 2024

Responsible for Creative Direction for the global rebranding of Claire's. Led a team of 8 creatives through forming a new identity for the digital age and beyond for the brand. Originated and executed global campaigns from concept to execution, including the creation of photography (still life and beauty portraits), video series content, social media content - both paid and organic- marketing materials, out of home advertisements, TV commercials, and more. Developed strong relationships with luxury beauty artists and content creators, including photographers, directors, editors, cinematographers, post production houses, creative agencies, and more. Collaborated with internal marketing, product development, and sales teams to ensure all concepts were targeted towards the brand's strategic content needs and KPI's across all publishing platforms.

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## REVLON

ART DIRECTOR  
January 2018-November 2020

Responsible for the creation of Revlon's entire original content, for multiple platforms, globally. Worked alongside the Creative Director to innovate and push the boundaries of mainstream beauty by conceptualizing all initiatives, from idea to execution. This included global beauty campaigns, TV commercials, social media content, brand films, special projects, events, and more. Developed and maintained a strong rolodex of photographers, directors, stylists, hair and makeup artists, producers, and collaborators. Lead regular brainstorm sessions with product development, marketing, and junior creative teams. Created storyboards, moodboards, shoot boards, and inspiration to clearly relay the vision to marketing and retail teams. Cast all models. curate capture teams, and art direct all videos and images for all photoshoots. Directed retouching and film editing. Directed and manage a team of graphic designers, junior art directors, social media managers, in house photographers, retouchers, and editors.

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## THE WALL GROUP

CREATIVE DIRECTOR  
2014-2017

Developed global brand vision and creative strategy for innovative talent representation agency. Curated and managed team of designers, editors, producers, and assistants on daily basis to ensure alignment of global strategy. Led the creative and editorial vision for its online magazine, TheThick.com, from concept to execution, including staffing, branding, design, and global launch. Directed editorial photoshoots, interviewed industry leaders, and published weekly high quality, culturally relevant, editorial content - on little to no budget. Led weekly brainstorm sessions with staff and artists to concept, develop, and execute various special projects and collaborations within the beauty and fashion industry. Created custom video reels in collaboration with New York Fashion Week. Developed and maintained strong relationships with roster of industry leaders, including photographers, writers, art directors, agents, models, and brands.

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## VFILES

DIRECTOR  
2012-2013

Directed editorial team throughout all aspects of creating original video programming for site and social. Consistently pitched content concepts, collaborations, and campaigns to brand partners. Advised retail team in purchase decisions on beauty and lifestyle products for VFILES shop

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## VANITY FAIR MAGAZINE

ASSOCIATE EDITOR  
2010-2012

Concepted, wrote, and edited monthly features on fashion, travel, art and culture. Pitched monthly ideas and editorial concepts with extensive storyboards. Produced all FOB in-studio and location shoots by curating and booking team, while maintaining budget. Developed and maintained a wide roster of contributors, photographers, and writers.

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## CLIENTS

Supreme, Revlon, Claire's, Savage X Fenty, Adam Selman, Isla Beauty, Opening Ceremony, Oribe, Schiaparelli, The Wall Group, Tood Beauty, VFILES.

See full portfolio at [brambletrionfo.com](http://brambletrionfo.com)