

CREATIVE LEAD

AUTUMN BRUTON



202.288.6006
LOS ANGELES, CA

A NEW YORK CITY-BRED CREATIVE PROFESSIONAL WITH MORE THAN A DECADE OF EXPERIENCE AS A TEAM LEADER, DESIGNER AND ART DIRECTOR, DEDICATED TO DEVELOPING HIGH-IMPACT AND RESONANT WORK

EXPERIENCE

VaynerMedia

TikTok, Indeed, Crown Royal, Ciroc, Tanqueray, The Bar, Don Julio, Ketel One, Baileys

ASSOC. CREATIVE DIRECTOR
FEB 2021 – PRESENT

SR. ART DIRECTOR
DEC 2018 – JAN 2021

Triptent

Pandora, Kohl's, PetSmart

SR. ART DIRECTOR
MAR – NOV 2018

GURHAN

ART DIRECTOR
JULY 2015 – SEPT 2017

Judith Ripka

ART DIRECTOR
JAN 2011 – FEB 2015

FREELANCE

GBG: Timberland

ART DIRECTOR
JAN – FEB 2018

Armadio

ART DIRECTOR
JAN – FEB 2018

Ann, Inc.

ASSOC. PRINT PROD. MANAGER
APR – JULY 2015

RIPPED Fitness

GRAPHIC DESIGNER
2014 – 2017

INTERNSHIPS

Radical Media

JAN – MAY 2009

Off Hollywood

SEPT – DEC 2008

NYU SCPS

(WORK STUDY)
2007 – 2008

WUSA*9

WASHINGTON D.C.
FOUR-SUMMER PAID INTERNSHIP
2006 – 2009

LEADERSHIP

Creative team lead and mentor for TikTok, Indeed and four Diageo brand teams as we developed social content, LTO, and tentpole campaigns, seasonal photo shoots, and new business pitches.

Managed directors, DPs, photographers, stylists, editors, graphic designers & web developers while creating broadcast commercials for Kohls & PetSmart, digital ads & social media for Pandora Jewelry, and a new website for Identity.

Supervised in-house photo studios and hired & trained Lead Studio Photographers for GURHAN and Judith Ripka.

Approved JR LTD trade show booth blueprints, managed the design & production of custom POP & jewelry displays, and recruited instore installation contractors.

Hired, managed & supervised 5+ successive marketing dept. interns.

CREATIVE DIRECTION

Responsible for the creative concepting, strategic development, and execution of social media and above-the-line advertising for Diageo Spirits brands Ketel One Vodka, Botanical, Baileys, Don Julio, Tanqueray and Crown Royal. Won the new business pitches for Ciroc and The Bar.

Spearheaded the rebrand of the production company, Identity, and their creative agency, Triptent, including logo design, animations, print collateral, typography and web design.

Art directed Kohl's Under Armour & Back to School commercial shoots. Pitched and executed campaigns for Pandora's Reflexions, End of Summer FreeStyle and other promotions for their U.S. market and the Back to School promotion for their Canadian Market.

Conceived, styled, shot & art directed still life & lifestyle photo shoots for international fashion companies such as Judith Ripka and GURHAN.

Art directed & styled Armadio's cashmere launch and consulted on their seasonal marketing strategy, including e-comm and social media.

Doubled GURHAN's e-commerce sales with a website redesign, bimonthly e-mail marketing, digital & social media advertising and special promotions. Launched a new aesthetic on Instagram that brought in over 10,000 organic followers.

PROJECT MANAGEMENT

Project managed the in-store signage, POP collateral, OOH & new store marketing for Ann Taylor, LOFT, Lou & Grey and outlets nationwide.

Initiated project workflow for Pandora's OOH for Mexican and South American markets.

Worked as a P.A. on a Tribeca Film Festival Promo, a Domino's Pizza commercial & a General Mills "Feed America" PSA feat. Beyonce. Filled the roles of personal, admin. & event assistant for Radical Media.

Updated and maintained the SCPS website, edited photos & coordinated photo shoots for the Strategic Marketing Department.

Held multiple positions at WUSA9, from production & web assistant to freelance photographer and associate producer.

SKILLS



Brand Development
Creative Direction
Strategic Marketing
Project Management



Advertising
Photography
Retouching
Social Media



Illustration
Typography
Creative Writing
Print Production



Adobe Creative Suite
Powerpoint | Keynote
After Effects | Wordpress
UX/UI Design

EDUCATION

New York University
THE GALLATIN SCHOOL

2010

B.A. DIGITAL DESIGN &
CREATIVE INDUSTRY DEVELOPMENT