

Tanner Graham

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Objective

To obtain an advertising communications position in a creative luxury goods environment which would allow me to contribute my proven innovation, energy, and strategic thinking.

Education

Bachelor of Science, **Business Administration**

Major: **Marketing** Emphasis: **Fashion Design and Merchandising**

University of Nebraska – Lincoln Graduation: December 2005

Experience

Account Director

Laird+Partners, New York, NY

February 2006-Present

Currently oversee the Karl Lagerfeld, Belstaff, and CFDA accounts within the agency.

Previously managed Bottega Veneta, Ermenegildo Zegna, Z Zegna, Zegna Sport, IWC watch company, and the Baume&Mercier accounts. Worked with Vogue to produce the 2010 & 2011 Fashion's Night Out advertising, editorial and PSA.

Key experience came from managing the Bottega Veneta account for nearly three years. Responsibilities included development of collateral, invites, press kits, catalogs, look books, visual merchandising manuals, bottegaveneta.com, new packaging, and outdoor advertising. Was responsible for assuring all material projected a consistent brand-appropriate message. All activity was in close collaboration with creative director Tomas Maier and worldwide communications director Lisa Pomerantz.

International fashion week travel is often part of my scope of work for the European fashion accounts I manage. Responsibilities often include briefing runway and still-life photographers, making selects of runway images, assisting with the layout of look books, providing direction for the runway video edit, and collaborating with Client's merchandising departments to select the product assortment for advertising, catalogs, and mailers.

Proficient at planning and overseeing global advertising campaign photo shoots by working to obtain top-tier photographers, talent, hair/makeup, and locations all within a specified budget. Manage post-production timing and client approval of final images that go into media rotation.

Other clients and projects I've managed in the past: Hermès, Vince, Stephen Webster, Nautica, and various new business.

Public Relations Intern

Paul Wilmot Communications, New York, NY

January 2006-February 2006

Duties included assisting with F/W 2006 Olympus Fashion Week in New York, assembling client look books, celebrity giftings, working with product samples, and helping to maintain a database of editors and media contacts.

Intern/Apprentice

UCARE (Undergraduate Creative Activities & Research Experiences), Lincoln, NE

August 2003-May 2005

Increased skills and knowledge of fashion design and marketing through intellectual and creative partnerships. Guided by Professor Vincent Quevedo; flat pattern, draping, sketching, product development and marketing were emphasized.

Customer Service/Sales Associate

Polo Ralph Lauren, Denver, CO

May 2001-August 2001

Interfaced with established clients of Ralph Lauren while maintaining the superior service and conveying the lifestyle upheld by Polo Retail Corporation.