



RESUME

STRATEGY DIRECTOR TURNED PROP BUYER / STYLIST.

I SPENT A DECADE WORKING IN ADVERTISING AGENCIES ACROSS CULTURAL INSIGHTS, CONSUMER BEHAVIOUR AND BRAND STRATEGY, BUT A PANDEMIC-SHAPED HAPPY ACCIDENT LED ME TO DISCOVER THE JOYS OF THE ART DEPARTMENT.

MY BACKGROUND STILL INFORMS EVERYTHING I DO: UNDERSTANDING HOW PEOPLE LIVE, WHAT THEY ASPIRE TO, IDENTIFYING OBJECTS THEY COVET AND THE EMOTIONS BRANDS AND IMAGES ARE TRYING TO EVOKE. I SPECIALISE IN INTUITIVE, RESEARCH-LED SOURCING: UNDERSTANDING HOW MATERIALS, COLOUR AND COMPOSITION SHAPE FEELING, FINDING OBJECTS WITH TEXTURE, HISTORY AND CHARACTER. ULTIMATELY, I'M FASCINATED BY HOW PEOPLE LIVE, THE THINGS THEY SURROUND THEMSELVES WITH AND WHAT OBJECTS REVEAL ABOUT IDENTITY, ASPIRATION, TASTE AND CULTURE.

SKILLS

- IMAGE RESEARCH AND MOODBOARDS
- PROP SOURCING
- SET DRESSING AND STYLING
- BUDGETING
- SKETCHING AND OIL PAINTING
- ACTION PROPS BUYING
- BASIC ADOBE SUITE
- STUDIO AND LOC, BUILDS AND EXT SETS
- FLORISTRY
- CULTURAL INTELLIGENCE
- CREATIVE STRATEGY
- CREATIVE CONSULTANCY

- STYLING AND STANDBY KIT
- DRIVE A 4x4 WITH CLEAN LICENSE

EDUCATION

- BIRKBECK UOL
 - PSYCHOLOGY - POSTGRADUATE DIPLOMA
- MANCHESTER METROPOLITAN UNIVERSITY
 - ADVERTISING AND BRAND MANAGEMENT - BA(HONS)
- DE MONTFORT UNIVERSITY
 - ART AND DESIGN - FOUNDATION

→ MAIL ME

→ READ MY SUBSTACK

→ CONNECT ON LI

ELLA TRAMUNTO



CREDITS

25-26

COMMERCIALS

BRAND	PRODUCTION CO	ROLE	HOD
NIKE WORLD CUP	SOMESUCH	PROP BUYER	JAMES HATT
TESCO WHOOSH	SPINDLE	STYLIST	OLIVER HOGAN
SPRITE	RIFF RAFF	STYLIST	CHARLIE HIPPISELEY
PHILADELPHIA	RIFF RAFF	STYLIST	CHARLIE HIPPISELEY
AMEX	BISCUIT	PROP BUYER	OLIVER HOGAN
STAKE	GATE+	ASST ART DIRECTOR	OLIVER HOGAN
CHERRY COKE	KODE MEDIA	ART DIRECTOR	OLIVER HOGAN
P&O	ARTS AND SCIENCES	ASST ART DIRECTOR	OLIVER HOGAN
RAYMOND	VIENNA FILMS	ART DIRECTOR	N/A
NEW YORK BAGELS	WEAREFREAK	PROP BUYER	N/A
FORMULA 1	WING	ART DIRECTOR	OLIVER HOGAN
TOMMY'S	BISCUIT	ASST ART DIRECTOR	OLIVER HOGAN
AUDI	BISCUIT	ASST ART DIRECTOR	OLIVER HOGAN
AMAZON MUSIC	BISCUIT	ART DIRECTOR	OLIVER HOGAN
DEBENHAMS	RIFF RAFF	STYLIST	CHARLIE HIPPISELEY
I'M A CELEBRITY	ITV	ASST ART DIRECTOR	OLIVER HOGAN
LEGO	HIGHLY UNLIKELY	PROP BUYER	CHARLIE HIPPISELEY
BRITISH HEART FOUNDATION	GINGER WHIPPET	PROP BUYER	CHARLIE HIPPISELEY
APPLE	SEAN MONTGOMERY	PROP BUYER	SEAN MONTGOMERY
JO MALONE	DELICH	ASST ART DIRECTOR	OLIVER HOGAN
NESPRESSO	HOGARTH	PROP BUYER	CHARLIE HIPPISELEY
TEAM VIEWER	WING	PROP BUYER	CHARLIE HIPPISELEY
SKYBET	BISCUIT	ASST ART DIRECTOR	OLIVER HOGAN
ENAMOR	VIENNA FILMS	ART DIRECTOR	N/A
ACTIMOVE	BISCUIT	ASST ART DIRECTOR	OLIVER HOGAN
STREET DOCTORS	BISCUIT	ASST ART DIRECTOR	OLIVER HOGAN

NARRATIVE

PRODUCTION	PRODUCTION CO	ROLE	HOD
THE BLAME	ITV	ACTION PROP BUYER	ELIZABETH MARY MOORE
SWEETPEA SEASON 2	BELLADONNA FILMS	SET DEC BUYER	SIMON WALKER

ELLA TRAMUNTO