

Sue Tran Joins Zehner As Creative Director

Los Angeles, California — [Zehner](#), a full-service digital agency, announced that Sue Tran had joined their team as Creative Director. In the role, Tran will lead the Creative Team to ensure Zehner's work delivers value and creates a positive impact on their portfolio of active clients, which includes editorial, entertainment, fashion, lifestyle, and consumer packaged brands.

About Sue Tran

Sue Tran brings over ten years of branded content experience to Zehner. Before joining Zehner, Tran served as Associate Creative Director at Refinery29. While at Refinery29, Tran worked to position the media brand as the go-to publication for millennial and Gen Z women. She spearheaded projects for iconic and luxury fashion brands, including Gucci and Adidas.

At Refinery29, Tran explains that she was “specifically interested in working with underrepresented voices, whether through a mission-based editorial or by wrapping a beautiful storytelling experience around a shoppable product.” Tran remains passionate about increasing diversity in the branded content space.

Zehner's focus on story and shopability resonates with Tran, who believes that as younger generations continue to shop mindfully, strategy, and storytelling will continue to propel mission-driven eCommerce forward. Tran is especially interested in how brands can address their customers' needs while also sharing the unique cultures and stories that have informed their founding.

Mick McCarthy, Zehner's Chief Design Officer, explains, “Sue's talent for conveying story and ideas is an asset to both Zehner and our clients. We're excited to see how Sue's talent and creativity pairs with UX and brand strategy to deliver great eCommerce and digital products.”

About Zehner:

Zehner is a full-service digital agency that connects brands with consumers through strategic design and technology. Zehner's mission is to deliver thoughtful experiences that position brands, engage their audience, and extend their reach. For more information about Zehner, please visit www.zehnergroupp.com. Follow us on [LinkedIn](#) and [Twitter](#).

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