NICK LUCIANO

ABOUT ME

Nick Luciano is an entrepreneur, content creator, and founder of Tratter House, a creative agency that partners with artists, record labels, and brands to expand their reach through storytelling and social media. Starting his career at the height of TikTok's rise, Nick quickly established himself as a pioneer in the creator economy, growing an audience of more than 8 million across platforms and creating one of the top three most-liked TikToks in the world.

Through Tratter House, Nick has developed a reputation for turning ideas into movements. His work blends creativity, strategy, and authenticity to elevate both emerging and established talent in the country music and western lifestyle space. From producing viral campaigns to capturing behind-the-scenes moments that connect fans with artists, Nick brings a unique perspective on how digital platforms can be used not just for entertainment, but for long-term growth and cultural impact.

Beyond his personal brand, Nick's vision is to redefine what it means to be a modern entrepreneur. He believes creators are the next generation of business leaders — people who understand the responsibility that comes with influence and who use their platforms to serve audiences, inspire communities, and drive real economic impact. By bridging entertainment, entrepreneurship, and authenticity, Nick continues to shape the future of media while staying rooted in the values that built his career.