

Jonathan Clugston

Creative Producer, Content Manager, Photo Creative

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(925) 812-6591

Personal Statement

Multi-disciplinary producer that merges product marketing and team leadership experience with creative practices in visual storytelling and content production. Throughout all of my work, I do not put one art form over the other and I try to combine these practices to create a conversation between subject and form and deliver a concise and clear message for the intended audience.

Professional Experience

Hogarth/WPP Production - Onsite at Apple

Lead Image Content Producer, Print - DECEMBER 2024 - PRESENT; SUNNYVALE, CA

- Oversee Print Content Production team for Apple Print and Digital marketing campaigns, leading production and asset distribution for over 20+ product launches across US and Global identity and partner channels.
- Manage daily support for all aspects of production, including oversight of all client asset requests, management of quarterly production scope and timelines, and development team roles and responsibilities for Hogarth/WPP.
- Execute quarterly production resourcing for Print team, collaborating with senior Hogarth/WPP leadership to ensure budgets are allocated appropriately based on all client initiatives and projects needs.
- Manage all administrative responsibilities for Print, in collaboration with WPP Operations, developing training initiatives and individual team goals to ensure career growth and priorities.
- Develop and execute new production processes and workflows, project initiatives, and tool implementations.

Image Content Producer, Print - JULY 2022 - DECEMBER 2024; SUNNYVALE, CA

- Manage end-to-end content production process of print and digital deliverables for Apple Marcom Retail and Channel marketing throughout US and Global regions, tracking all production files and deliverables for the client.
- Oversee production scope on a quarterly basis, using internal tracking tools to execute client marketing strategy and meet release deadlines week-by-week throughout production.
- Collaborate cross functionally with greater client teams to develop and implement production standards and guidelines for print and digital assets.
- Facilitate and strategize internal team structure and growth with Print leads, streamlining the print production process and developing new team training modules for future scalability and growth.

Trove

Photography Supervisor - APRIL 2022 - JULY 2022; BRISBANE, CA

- Manage end-to-end process of photography studio production for partners' digital re-commerce storefronts, including Patagonia, Arc'teryx, Levi's, Eileen Fisher, Allbirds, and Lululemon.
- Maintain daily production studio flow by forecasting asset throughput and coordinating with internal teams and external vendors to meet quarterly goals and KPIs.
- Manage all studio assets and project documents in Asana, Google Suite, Looker, and internal DAMs, assigning and monitoring tasks for production team and leaders.
- Collaborate with senior leadership and executive teams to scale photo studio operations for future partner on-boarding, scalability, and production growth.

Senior Product Photographer - NOVEMBER 2020 - APRIL 2022; BRISBANE, CA

- Photograph and style products for partners' digital re-commerce online storefronts, clients include Patagonia, Arc'teryx, Levi's, Eileen Fisher, Allbirds, and Lululemon.
- Maintain studio equipment, schedules, and photo workflows to ensure quality and efficiency while meeting quarterly goals throughout daily production.
- Develop studio standards, partner style guides, and SOPs to train supervisors and production team on new production processes and operations technology.

Professional Experience - Continued to next page

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Professional Experience - Cont.

Airbnb

Photo Content Producer - MAY 2019 - MAY 2020; SAN FRANCISCO, CA

- Manage photo merchandising process for Airbnb Plus, including photograph production, post production and QC, and client support for 300+ new listings.
- Produced listing content and delivered objective, technical feedback for photographers, retouching and editorial vendors, and internal partners to uphold company standards.
- Develop retouching and QA workflows for Airbnb listing photography on basis of exposure, color balance, composition, and overall layout within Plus PDP.
- Collaborate with UX/UI designers to produce content based off of unique listing criteria and feedback.
- Advance scalable processes for funnel optimization and growth and worked with internal partners to ensure efficiency and quality standards were met.

University of California, Berkeley Libraries

Digital Imaging Specialist - NOVEMBER 2017 - MAY 2019; BERKELEY, CA

- Evaluate and photograph archival materials including books, photographs, and manuscripts for patrons and staff, producing 100,000+ images per month.
- Process files and manage asset metadata to create master tiffs, PDFs, and derivative images for preservation and access on library servers and DAMS.
- Perform QA and routine maintenance of imaging and studio photography and digitization equipment.
- Coordinate and manage large-scale digitization projects with library staff.

Professional Skills

- **Production Management** - Production Forecasting, Talent Recruitment, Budget Management, Client Relations.
- **Project Management** - Schedule Coordination, Project Matrix Building, Quality Control, Data Analysis, KPIs.
- **Content Production** - Photography, Editorial Design, Retouching, Digital Asset Management, Copywriting and Editing, Digital and Analog Media Preservation.

Tools Experience

- **Creative** - Adobe CC (Photoshop, Illustrator, InDesign, Premiere), Capture One Pro and Enterprise, Phase One Certified Pro, Broncolor and Profoto Studio Lighting and Equipment, Final Cut Pro.
- **Project Management** - Microsoft Suite, G Suite, Adobe Bridge, Acrobat, Cortex DAMS, Dropbox, Box, Quip, Chorus, Radar, Asana, JIRA, Wrike, Salesforce, Trello, Wordpress, TextExpander.

Education

University of California, Santa Cruz

Bachelor of Arts in Film and Digital Media, *Cum Laude*

- Received highest honors in major for graduating class.
- Achieved grants for Porter Undergraduate Research Fellowship and ArtsBridge Scholarship.
- Produced several short- and feature-length documentaries in collaboration with cohort and department heads.
- Participated in graduate-level seminars in documentary theory and praxis.