

Jonathan Clugston

Creative Producer, Content Manager, Photo Creative

jonnyclugston.com
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(925) 812-6591

Personal Statement

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

Professional Experience

WPP Production - Onsite at Apple

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

- Oversee Print Content Production for Apple Marcom campaigns, leading all production and asset distribution for over 20+ product launches across US and Global identity and partner channels.
- Manage daily support for all client asset requests, including negotiation and enforcement quarterly production scope and timelines and allocation of budgets based on all client initiatives and projects needs.
- Execute all administrative responsibilities for Print Content, collaborating with WPP Production leadership to develop training initiatives, define roles and responsibilities, and establish individual and company goals.
- Develop and execute new production processes and workflows, client initiatives, and new 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 campaigns 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 enforce release deadlines throughout production with internal and vendor partners.
- Collaborate cross functionally with Marcom producers to develop production standards and guidelines for final asset creation and worldwide distribution.
- Facilitate and strategize internal team structure and growth with Print Content leads, developing new team training modules to streamline the production for future scalability and growth.

Trove

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

- Oversee 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.
- Manage daily production studio flow by forecasting asset throughput and coordinating with internal teams and external vendors to meet quarterly goals and KPIs.
- Maintain 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 to scale operations for future partner scalability and production growth.

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

- Photograph and style 2,000+ products per month for partner online re-commerce 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 improve production processes and ops technology.

Professional Experience - Continued on next page

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Professional Experience - *Continued*

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.
- 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, Design, Retouching, Digital Asset Management, Copy Editing, 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.

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 department heads.
- Participated in graduate-level seminars in documentary theory and praxis.