

Jonathan Clugston

Creative Producer, Content Manager, Editorial Designer

jonnyclugston.com
jonnyclugston@gmail.com
(925) 812-6591

Personal Statement

As a Bay Area native, I have a passion for marketing, editorial design, and media arts and merge my creative practices with the technical knowledge I've gained while working in the media, tech, and cultural industries. 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 I am representing.

Professional Experience

Hogarth Worldwide - Studio-A

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

- Leads Print Content production team for Apple Marcom Print and Digital marketing campaigns, overseeing the production and management of thousands of final assets for US and Global internal and partner channels.
- Provides daily support on all aspects of Print and Cross-Functional production, including management of all client asset requests, production timelines, and team roles and responsibilities for Studio-A.
- Executes quarterly production resourcing for Print team, collaborating with senior Studio-A leadership to ensure budgets are allocated appropriately based on all client initiatives and projects needs.
- Manages all administrative responsibilities for Print, in collaboration with Hogarth Studio-A Operations, developing training initiatives and individual team goals to ensure career growth and priorities.
- Develops and executes new production processes and workflows, project initiatives, and tool implementations.

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

- Lead end-to-end Content Production process of Print and Digital deliverables for Apple Marcom Retail and Channel marketing throughout US and Global regions, managing all production files and final deliverables.
- Managed production scope on a quarterly and weekly basis using internal tracking tools to execute client marketing strategy and meet release deadlines.
- Collaborated cross functionally with greater client teams to develop and implement production standards and guidelines for Print and Digital assets.
- Facilitated the development of Print team structure and growth by streamlining the production process and assisting in new hire onboarding.

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

- Managed end-to-end process of photography studio production for partners' global re-commerce storefronts, including Patagonia, Arc'teryx, Levi's, Eileen Fisher, Allbirds, and Lululemon.
- Maintained daily production flow by forecasting throughput and coordinating with internal teams and external vendors to meet quarterly goals and KPIs.
- Managed all studio output and projects in Asana, Google Suite, Looker, and internal DAMs, assigning and monitoring tasks for production team and leaders.
- Collaborated with senior leadership and executive teams to scale photo studio operations for future partner on-boarding and production growth.
- Partnered with Product and Engineering by developing new studio technology and workflows.

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

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

Professional Experience - Continued to next page

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Professional Experience - Cont.

Airbnb

Photo Editor and Project Manager - MAY 2019 - MAY 2020; SAN FRANCISCO, CA

- Managed end-to-end merchandising process for Airbnb Plus, including, photography, post production, QC, and client support for 300+ new listings.
- Communicated objective, technical feedback for photographers, retouching and editorial vendors, and internal partners to uphold company standards.
- Developed retouching and QA workflows for listing photography on basis of exposure, color balance, composition, and overall layout within Plus PDP.
- Collaborated with UX/UI designers to produce content based off of unique listing criteria and feedback.
- Advanced 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

- Evaluated and photographed archival materials including books, photographs, and manuscripts for patrons and staff, producing 100,000+ images per month.
- Processed files and managed metadata to create master tiffs, PDFs, and derivative images for preservation and access on library servers and DAMS.
- Performed QA and maintenance of imaging and studio equipment.
- Coordinated and managed large-scale digitization projects with library staff.

Professional Skills

- **Production Management** - Production forecasting, Talent recruitment, Budget management, Client relations.
- **Project Management** - Schedule coordination, Quality control, Data analysis, KPIs.
- **Digital Content Production** - Editorial design, Photography, Retouching, Videography, Digital asset management, Copywriting and editing, Media preservation.

Tools Experience

- **Creative** - Adobe CC (Photoshop, Illustrator, InDesign, Premiere, Audition, Media Encoder), Capture One Pro/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, 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.