



# John Pocock

Creative Production

📍 London, UK

[Portfolio link](#)

[View profile on Dweet](#)

## Languages

English (Native)

## About

Results-driven, accomplished creative studio manager, producer, art director & photographer. Detail focused. Budget savvy. Good communicator and team player who stays ahead of new technologies, innovations and market trends.

### BRANDS WORKED WITH



## Experience



### ● SENIOR STUDIO MANAGER

Sweaty Betty | May 2022 - Sep 2022

- Restructured the studio workflow, reporting line and studio trackers, introducing tracked targets and KPIs across the studio teams.
- Day-to-day management and coordination of the Sweaty Betty in-house photography studio.
- Worked closely with the VP of creative to develop and redefine the Sweaty Betty E-commerce photography style.
- Production of studio shoots including e-commerce, creative studio, still-life, video and social.
- Regular communication to internal stakeholders of key dates, including asset delivery updates and flagging any risk to delivery.
- Updated and introduced a new model aesthetic and managed model master model bank.
- Managed budget, negotiated terms and forecasted spend.



### ● CREATIVE PRODUCTION MANAGER

Glen Dimplex | Sep 2021 - Apr 2022

- Write creative briefs to facilitate and generate compelling, original content for a range of brands and products - including campaign, social, web, external clients
- Work cross-functionally to develop annual creative marketing plans.
- Manage project documentation and produce clear timelines, budgets, project processes, WOW, meeting all content expectations.
- Critical path management, along with budget and workflow forecasting.
- Keeping up to date with the latest agencies and creative producers, proactively sourcing best-in-class creative partners.
- Being the key management and communication link between internal teams and external producers/suppliers.



### ● CREATIVE PRODUCTION MANAGER

Radley London | Jan 2021 - Sep 2021

- Redefined the Radley aesthetic, introduced a new creative direction to bring consistency within all Radley shoots.
- Owned end-to-end process of quarterly campaign shoots, and shoot production including: concept, brief and budgets, talent negotiation, contracts, location scouting and post production requirements.
- Ensured smooth operation of all creative marketing requirements, and the main contact between all departments.
- Reviewed e-commerce product photography, producing new style guides and evaluating photography partnerships.
- Demonstrated a deep understanding of online dynamics and how to enrich user experiences on multi-brand platforms.
- Recruited new talent and production partners: provide leadership to inspire, engage and motivate the team - with crystal clear communication & presentation style to support company culture.
- Critical path management.



## ● **MARKETING PRODUCTION MANAGER**

Dune London | Dec 2019 - Nov 2020

- Collaborated with the CEO and Directors to redefine the Dune London aesthetic and boost the creative direction to connect with consumers, elevate the brand and encourage sales.
- Owned end-to-end process for campaign and shoot production including: concept and brief development, budgets, talent negotiation, contracts, location scouting and post production requirements including the direction of retouch and design.
- The key point of contact between: marketing, digital, copywriting, retail, re-touching, visual merchandising, e-commerce, buying, IT and partners, for a smooth running operation.
- Managed the process for e-commerce product photography with continual review of ways of working to best satisfy the changing needs of the business, introducing new software and technologies to increase productivity.
- Critical path management analysis.

## ● **STUDIO MANAGER**

Topshop Topman | Jul 2017 - Nov 2019

- Merged the Arcadia Group studios: Taking Topshop/Topman and Miss Selfridge from external to internal, streamlined the workflow, saving time and money.
- Launched a new e-commerce photography aesthetic in line with the campaign for a 360 approach and brand alignment.
- Pioneered the shooting of sample stock (instead of store deliveries) ensuring the looks are styled appropriately, so they pop.
- Devised a concise style guide and communicated the vision, strategy, and objectives of the brand to the studio team, inspiring others through innovative thinking and compelling communication.
- Managed budgets, invoices, studio administration, and agency costs, while ensuring the studio production team negotiate the best rates with suppliers. Ensured the weekly and financial period costs are delivered within plan, while meeting delivery timelines for e-commerce assets.
- Insured the wider digital group were kept up-to-date with any impacts on the 'live' timing of products. Co-ordinated and managed the studio production team, delivered daily brand targets and staffing solutions.
- Forecast studio operating budgets a year in advance; provide accountability and notice of risk to finance and trade team. Accurately cost, spend and time impact on SLA of creative and style guide changes.



## ● **HEAD OF STUDIO PRODUCTION & PHOTOGRAPHY**

Boutique 1 | Jan 2017 - Jul 2017

- Planned and shot all creative photography and video for campaign, PR, Marketing and social. Including managing the digital designer for banners, email, landing page, affiliates, press ads and social media.
- Worked closely with the CEO to develop and redefine the Boutique 1 photography style.
- Managed the London and Dubai studios - including the team of stylists, copywriters, graphic designers and retouching department.
- Interviewed prospective candidates, cultivated team bonding initiatives and performed appraisals every 6-months, nurturing in-house talent.
- Clearly communicated the vision, strategy and objectives of the stakeholders to the team.
- Planned for future business needs, relating to increased capacity and studio development.



## ● **PHOTOGRAPHY MANAGER**

House of Fraser | May 2015 - Jan 2017

- Worked closely with the marketing team to develop the creative concept and ensure the brief is followed within budget.
- In charge of all e-commerce shoots and retouching requirements, including all operating costs.
- Create departmental style guides for all brands.
- Attended fashion & still life shoots: Liaised with photographers, models, crew, studios and prop houses agencies.
- Provided clear communication to all departments regarding shoot production turnaround and deadlines.

## ● HEAD OF STUDIO PRODUCTION & PHOTOGRAPHY

Boutique 1 (Dubai) | Jun 2009 - Dec 2011

- Designed, planned and implemented a new E-Commerce studio from the ground up: from layout and equipment, to budget planning.
- Developed of the Boutique 1 photography style and brand identity.
- Art-directing and shooting campaign and e-commerce.
- Created department structure, designing and developing styling guide, studio SOP and quality check guide to improving efficiencies according to company KPIs. FREELANCE PHOTOGRAPHER & ART DIRECTOR Editorial credits: Harper's Bazaar Arabia, Esquire Middle East, Rolling Stone, L'Official, GQ, Grazia, Time Out, Company. Clients: Chanel, Dior, Louis Vuitton, Guess, Tom Ford, Paris Hilton, Nokia, Range Rover, Lanvin, Ted Baker, Audi and Tumi