Dweet

Joshua Courtney

Creative Producer

⊙ Milan, Metropolitan City of Milan, Italy

⊘ Joshua is **Available to work**

Portfolio link

Portfolio file

View profile on Dweet

Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Permanent Positions, Hourly Consulting

Skills

Production Administration (Advanced)

Creative Direction (Advanced)

Styling (Advanced)

Casting (Advanced)

Budget Administration (Advanced)

Team Management (Advanced)

Training (Advanced)

Languages

English (Native)

Chinese (Basic)

About

Seasoned creative producer with a demonstrated history of working in the fashion industry and a passion for team building. Most recently focused on creative development for brands' digital content. Skilled in art buying, art direction, styling, casting, production, managing still or video sets, post production and budget management.

BRANDS WORKED WITH

Alexander Wang Inc.   MONCLER SpA   TEMPLER STUDIO INC

Experience

○ Creative Producer, Digital Studio

MONCLER SpA | Oct 2020 - Now

-Completing a replatform project which included an extensive overhaul of digital content and a new website design
-Providingon set art direction for ecommerce, look book, and editorial content, both location and in studio, which was created for the Moncler site, email outreach and social channels
-Sourcingand managing artists brought in to create content for the aforementioned channels- this includes but is not limited to photographers, stylists, casting directors, retouchers and more
-Managinga team of 5 full time and 5 - 10 freelance employees
-Actualizingdevelopment and addition of video to product pages
-Creatingselling imagery for Moncler mainline, Genius and Grenoble collections, totalling 5,500+ SKUs annually
-Overseeingpre and post production - i.e. communicating creative direction, managing the shoot on set, making selects on set and writing retouching directives
-Collaborativelycreating and controlling a annual budget of 8,000,000€
-Monitoringcost per image and cost per style to maintain and improve site content KPIs

○ Ecommerce Creative Producer

Alexander Wang Inc. | Feb 2015 - Jul 2020

-Completed a replatform and rebrand project which included an overhaul of all digital content and a new website design while running our Yoox platform site concurrently
-Providedart direction for all ecommerce content created for the AW site
-Sourcedand managed artists brought in to create ecommerce content for alexanderwang.com - this included but is not limited to photographers, stylists, models, retouchers, prop stylists and more
-Castedall models shot on alexanderwang.com
-Manageda team of 3 full time and 4 - 8 freelance employees
-Partneredwith site merchandising team to test different image flow options prior to product upload
-Oversawall pre and post production - i.e. communicating creative direction, making selects on set, writing retouching directives and keeping in house photo studio organized
-Createdand controlled an $850,000 annual budget for all ecommerce content and overseeing all ecommerce photoshoot administrative needs
-Monitoredcost per image and cost per style to maintain and improve site content KPIs

○ Studio Manager / Stylist Assistant

TEMPLER STUDIO INC | Sep 2010 - Dec 2014

-Conceptualized and executed creative vision on editorial, advertising and video sets
-Organizedand updated a vast library of 4,000 + photo and art books
-Compiledreference images into server database searchable by manually added keywords
-Leada team of assistants on domestic and international photoshoots
-Oversawgeneral office and studio maintenance

-Createdand submitted budgets for varied projects (editorial photo-shoots, lookbooks, ecommerce shoots, video shoots, etc)
-Constructeddesign consultation books and shopped for reference materials for various brands
-Clientsincluded: Apple, Vogue Italia, Alexander Wang, Tommy Hilfiger, Sacai, Coach, Donna Karan, Calvin Klein, J Brand, Valentino, Gap, Interview Magazine, Armani Exchange

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