



Joshua Courtney

Creative Producer

Milan, Metropolitan City of Milan, Italy

[Portfolio link](#)

[Portfolio file](#)

[View profile on Dweet](#)

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
- Providing on 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
- Sourcing and 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
- Managing a team of 5 full time and 5 - 10 freelance employees
- Actualizing development and addition of video to product pages
- Creating and selling imagery for Moncler mainline, Genius and Grenoble collections, totalling 5,500+ SKUs annually
- Overseeing pre and post production - i.e. communicating creative direction, managing the shoot on set, making selects on set and writing retouching directives
- Collaboratively creating and controlling a annual budget of 8,000,000€
- Monitoring cost 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
- Provided art direction for all ecommerce content created for the AW site
- Sourced and 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
- Casted all models shot on alexanderwang.com
- Managed a team of 3 full time and 4 - 8 freelance employees
- Partnered with site merchandising team to test different image flow options prior to product upload
- Oversaw all pre and post production - i.e. communicating creative direction, making selects on set, writing retouching directives and keeping in house photo studio organized
- Created and controlled an \$850,000 annual budget for all ecommerce content and overseeing all ecommerce photoshoot administrative needs
- Monitored cost 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
- Organized and updated a vast library of 4,000 + photo and art books
- Compiled reference images into server database searchable by manually added keywords
- Led a team of assistants on domestic and international photoshoots
- Oversaw general office and studio maintenance

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