



# Jason Pietra

Creative & Art Director | Marketing, Photo Media

London, UK

[Portfolio link](#)

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## Links

[Website](#) [LinkedIn](#)

## Languages

Italian (Basic)

## About

Experienced Creative & Art Director with a demonstrated history of working in the Beauty and Luxury Sector. Skilled in Ideation, Content Production, Client Presentation, Photo and Film shoot, On set Direction, Digital, Print and Motion, AI, Post Production, Adobe Photoshop , InDesign, Illustrator.

Team leadership and Mentoring.

A strong creative Professional able to balance art and commerce with a Bachelors degree in Business Marketing from Edith Cowan University as well as Study in Photography, Film and Graphic Design from NYU and UAL.

### BRANDS WORKED WITH

Absolute Post, Lisa Eldridge Beauty, Hylink Digital

Charlotte Tilbury Beauty

Browns Fashion

jason pietra

## Experience

### ● Creative/ Art Director

Absolute Post, Lisa Eldridge Beauty, Hylink Digital | Nov 2022 - Now

Creative lead on various projects, 360 campaigns , social digital print and video. Team leadership and collaboration on creative production and workflow.



### ● SNR ART DIRECTOR

Charlotte Tilbury Beauty | Apr 2022 - Nov 2022

Snr Art Director reporting to Creative Director and CMO. Working with cross functional teams. 360 campaign briefs from the internal Marketing teams. Ideation and presentation of creative ideas from marketing briefs. Project development, on set Art direction. Scripting, storyboarding and directing motion. Post production and editing direction. Team Mentorship and development.



### ● Art Director

Browns Fashion | May 2021 - Apr 2022

Art Director on still life Ecom and new channel launches. Overseeing on set photography as well as conceptualizing decks and implementing new direction and ideas for visuals for existing and new product launches. Working with teams to enhance existing and create new visual aesthetics for Ecom products.

### ● Professional Photographer and Director

| Jan 2006 - Dec 2020

Professional Photographer and Director. Shooting Luxury Brands, editorial and moving image.

## Education & Training

### ● University of the Arts London

Graphic Design,

### ● New York University

Certificate in Cinematography,

### ● Edith Cowan University

Bachelor of Business Marketing and Photo Media,

