

## Brandon Joseph Baker

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Studio: 1155 5th Street Oakland, CA 94607

## Experience

### CREATIVE DIRECTOR / ARTIST / PRODUCER, **BRANDON JOSEPH BAKER. OAKLAND** — JANUARY 2023 - CURRENT

Creative director, producer, photographer and artist creating content for clients in DTC, B2B, household goods, entertainment, experiential, art and apparel industries. Create and direct photography and video content, lead teams through creative content process and establish innovative efficiencies and solutions for production and branding.

Clients: Athleta, Minted, The North Face, Nestle Coffee Partners, Pier 70, Sundance Institute, Target, Vice, Tepui, Juniper Networks, Logitech, Roark, MAG Galleries, 111 Minna Gallery, Moth Belly Gallery, Mission Bar, Molotov's.

### DIRECTOR OF CREATIVE PRODUCTION, **MINTED. SAN FRANCISCO** — JANUARY 2022 - JANUARY 2023 *A hybrid leadership role blending creative direction and operational production solutions for Minted, an online marketplace for custom art, prints, home decor and stationery.*

- Recruit, mentor and manage an in-house creative studio with full photography and video production capabilities, a retouching division and creative design team.
- Integrate cross functional communication tools and creative programs utilized by the content studio, product development team and engineering division. Streamline communications and visibility for graphic designers, copywriters, social media, photographers, video editors and post production department by establishing healthy and accurate KPIs and OKRs and a centralized project management tool.
- Maintain and structure production budget to allocated campaigns, track invoicing and production budgets and establish metrics for capital improvements and studio growth.
- Modernize, innovate and lead creative executions to reflect current trends in art, interior design, stationery, gift and home decor category while establishing brand voice for product categories. Review copywriting, designs and content for social media, email campaigns and site refreshes. Partner with endemic influencers on content generation for organic and paid social advertising.
- Collaborate with engineering and software development team to establish creative photography and post efficiencies to maximize creative potential, output and accuracy on DTC site. Launch 5 product design innovations and an artist driven direct to consumer platform, *Direct From Artist*.

**DIRECTOR OF CREATIVE OPERATIONS, LAUNCHBOOM. SAN DIEGO, CA. — AUGUST 2020 - DECEMBER 2021**

*Leadership role hiring and managing a team of producers, photographers, stylists, graphic designers, editors and art directors while building out an operational business structure to serve DTC, eCommerce and Crowdfunding clients.*

- Create structure and direction for scalable growth and operations of creative team to support a variable cost business model. Establish KPIs, OKRs, implement efficiencies and structure for individual direct reports and business divisions.
- Implement solutions and innovations for budgeting structure, oversee campaign production budgets and timelines, studio capital improvements, project invoice reporting and departmental forecasting.
- Develop and present creative and strategy to clients for campaigns and activations.
- Manage external business partner relationships, external production departments, casting departments for models, influencers and actors.

**SENIOR PRODUCER, THE NORTH FACE. ALAMEDA, CA — SEPTEMBER 2011 - JULY 2019**

- Founding production lead of The North Face Content Team, hired and mentored team of 15 on all branded video and photography content for global product launches and campaigns. Reported directly to Directors of Brand, CMO and Global Creative Director on all initiatives to support global marketing needs. Create video and photography content for brand partnerships and brand sponsorships on owned, partner and paid channels.
- Manage and maintain production budgets, photo and music licensing agreements, delivery schedules and shoot logistics for international and domestic content creation.
- Partner with multiple agencies on production management, asset curation and footage sourcing for broadcast commercials and global out of home, digital and print campaigns for holiday season advertisements. Ensure cross functional alignment with global marketing team on creative direction of all campaign assets.
- Establish look and feel of eCommerce product photography, create style guides to direct external production teams and global partners in photo creation. Partner with commercial studios to establish scalable high efficiency models of photography that minimized spend while maximizing photography output of thousands of seasonal SKUs.

**PHOTOGRAPHER, DIGITAL TECH, SANDBOX STUDIO. SAN FRANCISCO, CA — MAY 2006 - DECEMBER 2010**

- Create luxury photography for commercial catalogs, campaigns and marketing collateral in studio and on location. Work with teams of stylists, art directors, merchandise coordinators, drivers, gaffers, caterers, models, set designers, assistants and producers in crews of 5 - 50 people on location and studio shoots.

## **Education**

University of Kansas. Lawrence, Kansas — Bachelor of Science in Journalism, emphasis Photo Journalism.

## **Awards**

- Gold Clio Music Award - 'Imagination', Sherpas Cinema/The North Face. Role: Executive Producer.
- Silver Lion Cannes Film Festival - 'Imagination', Sherpas Cinema/The North Face. Role: Executive Producer.
- Gold 2018 Telly Awards General-Direct Marketing for Non-Broadcast - 'Steep', Stept Studios/The North Face. Role Art Director, Executive Producer.
- Silver 2022 American Advertising Awards San Diego Competition - Internet Commercial 'Author Clock'. Role: Director of Creative Operations.
- Bronze 2022 American Advertising Awards San Diego Competition - Internet Commercial 'Introducing CyberX'. Role: Director of Creative Operations,
- Silver 2018 Telly Awards General-Corporate Image for Non-Broadcast - 'Legacy Starts Here', Stept Studios/The North Face. Role: Executive Producer.
- 2015 Communication of the Year ISPO - 'El Sendero Luminoso - The Shining Path', Camp 4 Collective/The North Face. Role: Executive Producer.
- 2014 Creative Excellence Award BANFF Film Festival - 'El Sendero Luminoso - The Shining Path', Camp 4 Collective/The North Face. Role: Executive Producer.

## **Programs**

- Google Workspace, Airtable, Box.com, Slack, Capture One, Frame.IO, Asana, Workfront, Photoshop, Illustrator, Figma, Jira, QuickBooks, Excel, PowerPoint, Pages, Keynote.