



4 Brighton Road, Weston-super-Mare, North Somerset
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PERSONAL PROFILE

I am a creative and versatile photographer with extensive experience within the commercial, corporate, charity and editorial sectors. I work across the UK, Europe and North America on location and studio shoots with a wide range of national and international clients. I have a full UK driving licence and a valid US business visa. My portfolio can be seen at www.adamgasson.com

CAREER HISTORY

Freelance Photographer and Photographic Consultant (2011 - Present)

Location and studio commissions for clients across the UK, Europe and North America. Working on a variety of projects encompassing portraiture, features, and still life with time frames ranging from a single day to multi-week campaigns. The resulting images are used in print publications, national advertising campaigns and company brand imagery.

Selected clients have included:

The Guardian, Gov.uk, Yorkshire Building Society, NME, Red Bull, Press Association, Guitarist, Forest Green Rovers, ss Great Britain and many others.

Consultancy work includes shoot planning and commissioning, branding lookbooks, image library advice and other photographic based services.

SWNS, Senior Photographer and Picture Editor (2007-2011)

Covering news and features stories on a daily basis for national and international newspapers and magazines. Working to tight deadlines in difficult situations while maintaining a high editorial standard. Awarded News Photographer of the Year in 2011 by the National Association of Press Agencies and selected in both the Guardian and Sunday Times 'Pictures of the Decade' in 2010.

Picture Editor roles included coordinating a team of photographers based across the UK, liaising with commissioning editors on national newspapers and managing a large image library with a constant input of new images.

Freelance Photographer (2004-2007)

Working in the music industry for NME, Rock Sound, Future Music, Red Bull, Carling.

KEY SKILLS

Communicating Brand Values

Working for multiple clients, I am sensitive to brand identity - collaborating with in-house teams or agencies, working to house style and ensuring quality and effective fulfilment of the brief.

Photography Management

I act as consultant as well as a senior photographer for a number of clients. This role includes commissioning other photographers, managing and advising on extended projects and ensuring the library of images meets client specifications for final delivery.

Social Media / Digital Marketing

Images are often needed for real-time marketing use and I ensure that these are delivered promptly, in a correct size format (with watermarking if required) and, if necessary, captioned in a way that displays correctly on social media platforms.

Time Management

I am accustomed to working to strict deadlines and plan my time accordingly, liaising with team members to maximise efficiency of output - always working to the brief to produce high-quality assets.

TECHNICAL CAPABILITIES

Comprehensive knowledge

Sony, Fuji, Canon and Nikon Mirrorless and DSLR systems including camera bodies, lenses and speedlites.

Profoto, Elinchrom and Godox/Pixapro studio lighting and accessories.

Capture One, Adobe Photoshop, Adobe Lightroom, Camera Bits Photo Mechanic, Fotoware Fotostation, MS Word and MS Excel (and OpenOffice equivalents) on Windows and Mac OS.

Working knowledge

Pentax and Hassleblad medium format systems.

DJI Ronin RS4 Gimbal.

Broncolor, Bowens, Quantum and Paul.C.Buff studio lighting systems.

Adobe Premiere Pro, Dreamweaver, Flowzone & ThirdLight online asset system, Linux OS.

EDUCATION

BSc Computer Science - University of Wales, Cardiff.

Computing, Geography and Art A-Levels - Queen Elizabeth Cambria, Carmarthen.

10 GCSEs including Maths, English and Sciences - Queen Elizabeth Cambria, Carmarthen.

PERSONAL INTERESTS

I have represented the UK in powerlifting at the AWPC European and World Championships. I'm also a keen climber and mountain biker. Away from sports, I spend time with my wife and two young children exploring National Trust sites in a quest to discover who serves the best cream tea (currently Tyntesfield).