

# Jonathan Myers

## Photographer & Videographer

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## Professional Summary

Visual storyteller and technical operator with a commanding grasp of both the lens and the edit. Specializes in high-fidelity, intentional photography and videography that captures the grit, detail, and unfiltered truth of a subject. Proven track record of managing end-to-end production workflows—from manual in-camera precision and advanced lighting configurations to final post-production. Rejects generic templates in favor of sharp, high-impact commercial and narrative media.

## Technical Proficiencies

- **Camera Systems:** Nikon ZR, Nikon Z6III
- **Optics & Glass:** Nikkor Z 35mm f/1.8, 50mm f/1.8, MC 50mm f/2.8 Macro, and 85mm f/1.8 lenses
- **Lighting & Practical Effects:** Nanlite 300W Bi-Color, Lume Cube Studio Panels, Lume Cube RGB Tube Light, Godox V1 Flash, PMI Smoke Ninja Pro, softboxes, umbrellas, and studio reflectors
- **Production Hardware:** Heavy-duty tripods, Nodal Ninja panoramic hardware (with Nadir adapter) for specialized multi-row stitching and 3D virtual tours
- **Software Ecosystem:** Final Cut Pro (Advanced Video Editing & Delivery), Adobe Lightroom & Photoshop (High-End Retouching, Color Grading, and Asset Management)

## Selected Projects & Production Experience

### Commercial & Promotional Videography

**Director of Photography & Editor** | Commercial Video Series | *Awaken Clarity* (Winston-Salem, NC)

- Produced a targeted commercial video series for a regional life coaching firm to elevate brand identity and digital engagement.
- Managed the complete lifecycle of production, executing precise frame-rate selection, lighting design, and a narrative-driven edit in Final Cut Pro to communicate core brand values.

**Director of Photography & Editor** | Grand Opening Instagram Campaign | *Wicked Good Wool* (Winston-Salem, NC)

- Conceptualized and captured high-energy social media commercials for a retail grand opening, optimizing content specifically for Instagram's aspect ratios and pacing requirements.
- Utilized advanced macro photography techniques to capture intricate inventory textures and structured dynamic interior walk-through sequences.

## **Music & Narrative Production**

**Director & Cinematographer** | Music Video: *"If She Wasn't Mine"* | *Mace Floyd*

- Served as the creative director and technical lead for a high-impact hip-hop music video.
- Utilized advanced 3D focus tracking and dynamic camera movement to maintain sharp isolation on the artist during high-energy performances.
- Integrated atmospheric effects (PMI Smoke Ninja) and continuous RGB studio lighting to build a distinct, moody visual aesthetic.

**Principal Photographer** | Editorial & Promotional Shoot | *Mace Floyd*

- Designed and executed a high-end promotional photoshoot for artist branding, marketing materials, and streaming platform assets.
- Controlled contrast and mood using a mix of continuous bi-color key lights and modifiers to capture raw, authentic portraits.

## **Studio Portraiture & Event Photography**

**Lead Photographer** | Professional Headshots & Graduation Sessions | *Freelance / Studio*

- Executed numerous high-impact professional headshot sessions for corporate clients, business owners, and academic graduates.
- Directed subjects confidently to capture natural, authoritative, and forced-smile-free imagery that communicates competence and identity.
- Managed post-production workflows utilizing Adobe Lightroom and Photoshop for skin touch-ups, color correction, and delivery.

**Lead Photographer** | Band & Musician Promotional Sessions | *Freelance / Studio*

- Collaborated with regional musical acts to deliver striking, on-brand promotional imagery tailored for album art, press kits, and show promotion.
- Deployed versatile multi-light setups (strobes, umbrellas, and softboxes) in varied environments to deliver sharp, stylized group and solo portraits.

## **Core Competencies**

- **Advanced Camera Operations:** Expert in 180-degree shutter workflows, manual exposure control, and fast-moving subject tracking.
- **Lighting Design:** Proficient in mixing ambient, continuous, and strobe lighting to control mood, shadow, and color temperature.
- **Post-Production Mastery:** Seamless timeline management, advanced sound-to-video pacing, multi-layer photo retouching, and asset delivery pipelines.