

Jason A. Lagi

Advertising & E-Commerce Photographer

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## **Professional Summary**

Creative and detail-driven advertising and e-commerce photographer with 27 years of experience creating high-impact visual content for brands across print, digital, social media, and retail platforms. Specializing in product, food, lifestyle, e-commerce, and all brand-focused imagery. Strong expertise in lighting, composition, styling, studio production, photo retouching/manipulation, and post-production workflows.

## **Core Skills**

Advertising and E-Commerce Photography	Food & Beverage Photography
Consumer Goods & Product Photography	Lifestyle & On-Figure Shoots
Cameras, Studio & Location Lighting	High-Volume Production Workflow
Set Design & Styling Coordination	Retouching & Color Grading
Adobe Creative Suite & Capture One	Budgeting Management & Production Planning

## **Professional Experience**

### **Publix Supermarkets — Lakeland, Florida**

Photographer

1-2024 to 11-2025

- Executed photography across print, digital, and social platforms, producing high-quality food, beverage, consumer goods imagery, and environmental portraits for brand, editorial, and corporate storytelling.
- Led studio and on-location productions, directing lighting, set design, and talent while collaborating with creative directors, marketing teams, stylists, and designers to ensure cohesive multi-channel campaigns.
- Managed full post-production and retouching workflows, including compositing, color grading, skin retouching, and product refinement to deliver polished, brand-ready assets.

### **Lagi Photography – Atlanta, Georgia**

Freelance Photographer/ Retouching and Digital Manipulation

3-1997 to 12-2023

- Conceptualized and produced visually compelling advertising campaigns across print, digital, and social platforms, specializing in food, beverage, consumer goods, and environmental portraiture.
- Directed studio and on-location productions from pre-production through final delivery, shaping lighting, composition, talent, and on-set creative to bring brand narratives to life.
- Created high-impact e-commerce imagery supported by refined retouching and post-production workflows, delivering polished, color-accurate assets optimized for DTC, paid media, marketplace platforms, print, packaging, and multi-channel distribution.

Client list:

Coca-Cola	Rooms To Go	Mondelez International	Atlanta Magazine
Stein Mart	Buffalo Wild Wings	Whole Foods	Lowe's
Home Depot	The Aaron's Company	Kohl's Staples	Graco Company
Dyson	Carter's Inc.	Macy's	HD Supply

## **Education**

Commercial Photography Certification

Gwinnett Technical Institute – Lawrenceville, Georgia

1996