

# ERIC TRAGESER

CREATIVE DIRECTOR • CREATIVE PRODUCER •  
DIRECTOR OF PHOTOGRAPHY

Create powerful visual storytelling for brands,  
lead creative teams at every stage of the project life cycle.

[erictrageser.com](http://erictrageser.com)

Los Angeles, CA • 323.717.6736

[trageser@mac.com](mailto:trageser@mac.com) • [linkedin.com/in/etrageser](https://www.linkedin.com/in/etrageser)

Experienced creative team leader and Director of Photography. Recognized ability to design and Creative Direct shoots for commercials, films and footage licensing. Build relationships with media companies and creatives to make and market high-impact creative video content.

Swiss Army knife. Problem solver, 30,000 ft. viewer, improviser, teacher, craftsman, collaborator.

## DIRECTOR OF PHOTOGRAPHY

International Cinematographer's Guild • 2000-present • Los Angeles CA

Photograph large-canvas visual storytelling and intimate documentary for top commercial production companies, advertising agencies and Fortune 500 companies. See [erictrageser.com](http://erictrageser.com).

- Create powerful images to realize director's creative vision. Several Director/DP credits.
- Collaborate with producer, director and key creatives on locations, equipment and personnel, VFX, technology and workflow, art direction, scheduling and post path. Budgets from \$200k to \$3m.

Brands (partial list): Bayer, BMW, Burger King, Carlsberg, Chicago Convention & Tourism, Craftsman, ESPN, EA Games, Fox, Hyundai, Mercedes, Optimum, Pacific Life, San Miguel Beer, Toyota, Verizon.

Agencies (partial list): BBDO NY, DDB Venice, Grey, Campbell Mithun, Leo Burnett, BBH, TBWA/Chiat Day, Arnold, JWT NY, Saatchi & Saatchi/NY, Lowe Brindfors Sweden, Y&R Barcelona, Downtown Partners.

Feature Films: *Already Dead*, Sony Pictures Home Video; *The House of Usher*, ThinkFilm.

## CREATIVE PRODUCER

Lemonlight Media • 2020 • Los Angeles CA

Produced and creative directed commercial lifestyle video for agency partners, consumer & tech clients.

- Conceived, wrote, and creative directed branded content for social media (FB, IG, YouTube), TVC, web. Created pitch decks and treatments, designed within budget, built executable shoot plans.

## CREATIVE PRODUCER

XI Content @ Getty Images • 2016-present • Los Angeles CA

Produce, creative direct, direct and shoot commercial lifestyle video for licensing through contributor partnerships with Getty Images, Adobe Stock and other digital libraries. See [xlcontent.com](http://xlcontent.com)

- Build royalty-earning 1000+ clip collection of premium lifestyle video for Getty Images' collections.

## CREATIVE DIRECTOR

2014-2016

## SENIOR PRODUCT MANAGER

2012-2014

Corbis Corporation [ a Bill Gates company ] • Los Angeles

Managed all partnerships to acquire and shoot creative video, and creative directed Premium Video shoots and collections for stock footage industry leader Corbis Motion. See [erictrageser.com/cd-general](http://erictrageser.com/cd-general)

**Creative direction:** Creative directed Corbis Premium video shoots, all Premium Video collections.

**Content partnerships:** Owned 200+ existing content partnerships (including Sony, MGM, NatGeo, Discovery), created 65 new premium content partnerships.

- Negotiated all contributor contracts and royalties (\$2.5M/yr).

**Creative briefs:** Built digital creative briefs to communicate needs at scale to 2200+ contributors.

**Market analysis:** Directed competitor studies, market analyses, research of client sales and search history, to map the creative video needs of Corbis Motion's global media clients.

**E-commerce:** Managed 1.5M+ clip collection on corbismotion.com digital marketplace, managed DAM vendors (website design, search, UI, pricing, licensing and rights management).

**Marketing:** Creative directed all demo reels and marketing materials targeting Corbis global clients.

- Created decks and pitched collections with Business Development to agency & media clients.
- Grew Corbis Motion Premium collection revenue by 20-30% / yr., PPI by 8-10% / yr.

## OWNER / INVESTOR

Camera Rentals · 2000-2009 · Los Angeles CA

Invested \$1m+ in cinema equipment. Identified technology trends, managed profitable rental business. Capitalized on euro-indexed assets, sold business after 150% asset appreciation.

## CINEMATOGRAPHY LECTURER

American Film Institute · 2002-2003 · Los Angeles CA

Created curriculum, instructed master's-level students. Led workshops with leading camera, post, and VFX companies and top ASC cinematographers. Earned highest possible student evaluations.

## EDUCATION

Boston University, B.A. summa cum laude, Film & Historical Documentary  
University Scholar, Trustee Scholar, Phi Beta Kappa

## MEMBERSHIPS

International Cinematographer's Guild (2000 - ), IATSE Local 600 (1996 - )

## SKILLS + TRAINING

- |                             |                    |                            |
|-----------------------------|--------------------|----------------------------|
| • creative content creation | • color correction | • digital asset management |
| • cinematography            | • Adobe CC         | • stock footage e-commerce |
| • VFX integration           | (Premiere,         | • content management       |
| • lighting                  | Photoshop,         | • licensing                |
| • digital cinema systems    | Lightroom, XD)     | • rights management        |
| • project management        | • video editing    | • contract negotiations    |
| • art direction             | • photo editing    | • content marketing        |
|                             | • 4K workflows     | • email marketing          |

## COMMUNITY

Fireflies Cycling Club founding member, board member. [thefireflies.cc](http://thefireflies.cc)

Fireflies West, 8-time tour rider. In 11 years we have raised over \$2.5m for City of Hope Hospital leukemia research. [fireflieswest.com](http://fireflieswest.com)

Tour Director 2014: led 50 cyclists from SF to LA, raising \$375k for City of Hope.