

John Butler

Canada

View the full portfolio at <http://www.thecreativefinder.com/>

Professional Experience and Curriculum Vitae

John Butler has owned and operated johnbutlerphoto since 2009, when John began to focus on cultivating relationships with advertising agencies and microbreweries in the Toronto region.

John is passionate about photographing lifestyle and commercial images of beer, wine, food and cocktails. He enjoys the challenge of conveying a brand-strategic lifestyle through table-top and entertaining photography.

John's major clients have included Labatt Blue US and Canada, Alexander Keith's, Muskoka Brewery, Chrysler Canada, Flying Monkeys Craft Brewery and Tequila Tromba.

John attended the Creative Photography program at Humber College and graduated with awards in lifestyle photography, and has continued to pursue commercial photography since this time. With additional experience at Optic Nerve and Publicis Modem Toronto, John is fully appreciative of and comfortable working within fast-paced settings and projects, where both quality and speed are key requirements.

Previous Clientele

Labatt Blue
Alexander Keiths
Flying Monkeys
Muskoka Brewery
Tequila Tromba

Awards and Accolades

Alcohol, Beverage and Commercial Lifestyle Photographer

John Butler specializes in beer, wine and liquor photography. He understands the role of photography as a powerful tool of communication, branding and marketing strategy in the alcohol and beverage sector. Communicating with consistently clear, crisp and visually pleasing images, John pays attention to technical quality and ensures that his final images support and enhance his client's brand and marketing strategy.

Strengths

- Commercial advertising photography
- Beverage and alcohol photography
- Food photography
- Lifestyle and tabletop photography
- Proficient in strobe and natural lighting

Constructing effective lighting setups to convey mood and setting

- Ability to work in-studio or on-location

Provides fast turnover; strong time-management and planning skills

- Effectively meets tight deadlines
- Outstanding detail orientation

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