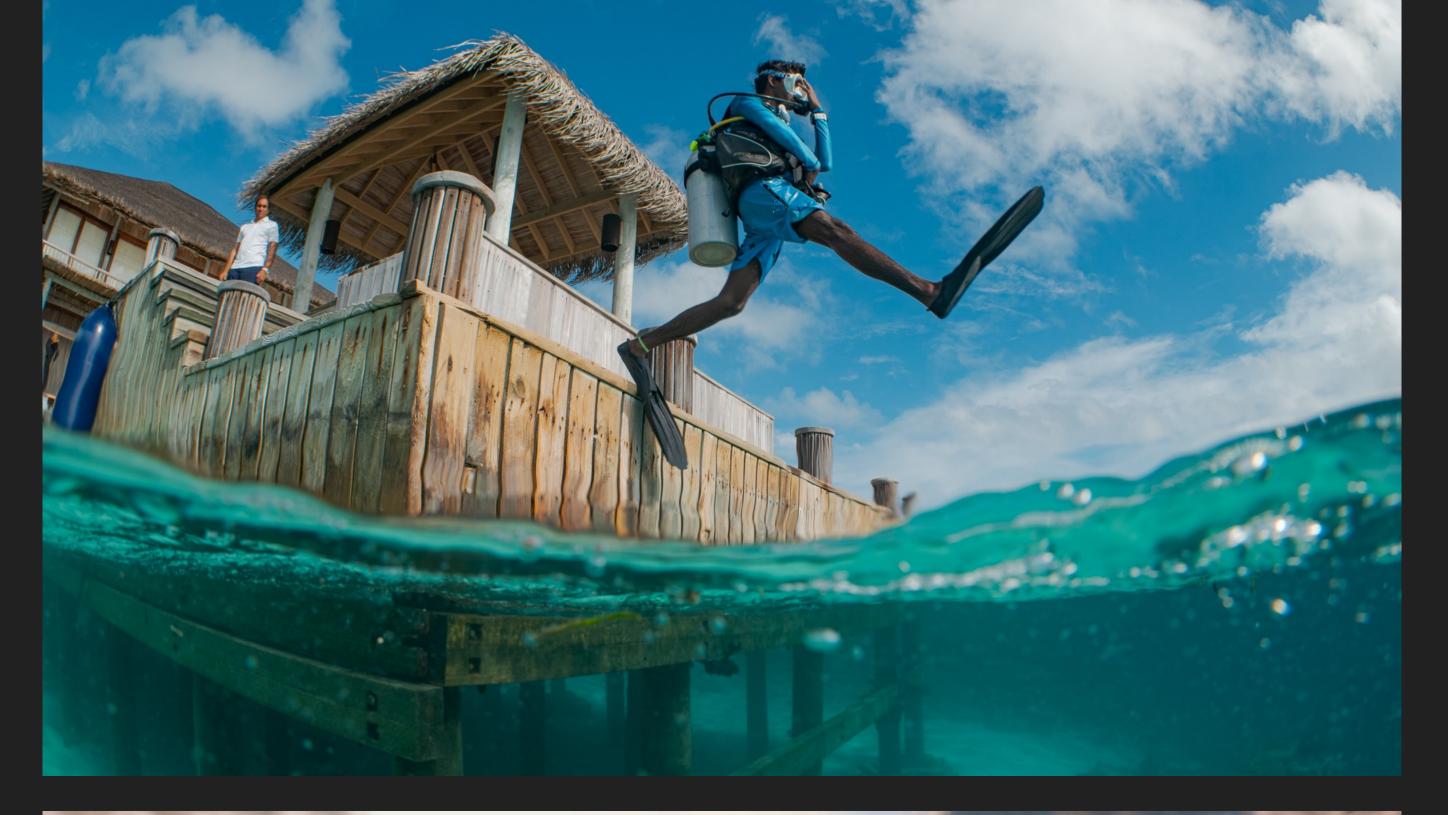


I'm Jay Clue, a photographer, storyteller, and creator. My work has been featured in prominent publications such as National Geographic and Time Magazine, as well as for brands like Discovery and Sony.

I am passionate about harnessing the power of visual storytelling to help brands forge meaningful connections with their audiences.

In the following pages, you'll discover not just my work but also the unique value I can bring to your projects. Thank you for taking the time to explore my introduction; I look forward to the opportunity to connect with you soon!







A QUICK INTRODUCTION



Jay is an award-winning commercial and editorial photographer based in the United States. He specializes in capturing outdoor sports and adventure travel, such as scuba diving, hiking, and camping. In addition to these areas, his photography work has also encompassed various subjects, ranging from clothing brands and luxury hotels to astrotourism and outdoor recreation gear.

From the Ad World to Adventure Photographer

Before launching his photography career, Jay spent over a decade working with leading brands as an art and creative director in the advertising industry. This extensive experience gives him a unique perspective that elevates his work.

During his free time, Jay enjoys overlanding across North America, photographing the continent's stunning natural landscapes and supporting conservation initiatives.

Services

With over a decade of experience in the outdoor sports and travel markets, Jay brings a unique set of skills and knowledge not just to create stunning images but to tell powerful stories that will inspire and engage your audience. Whether you need a full-blown commercial shoot or

image licensing for an array of media, he has you covered.

Photography

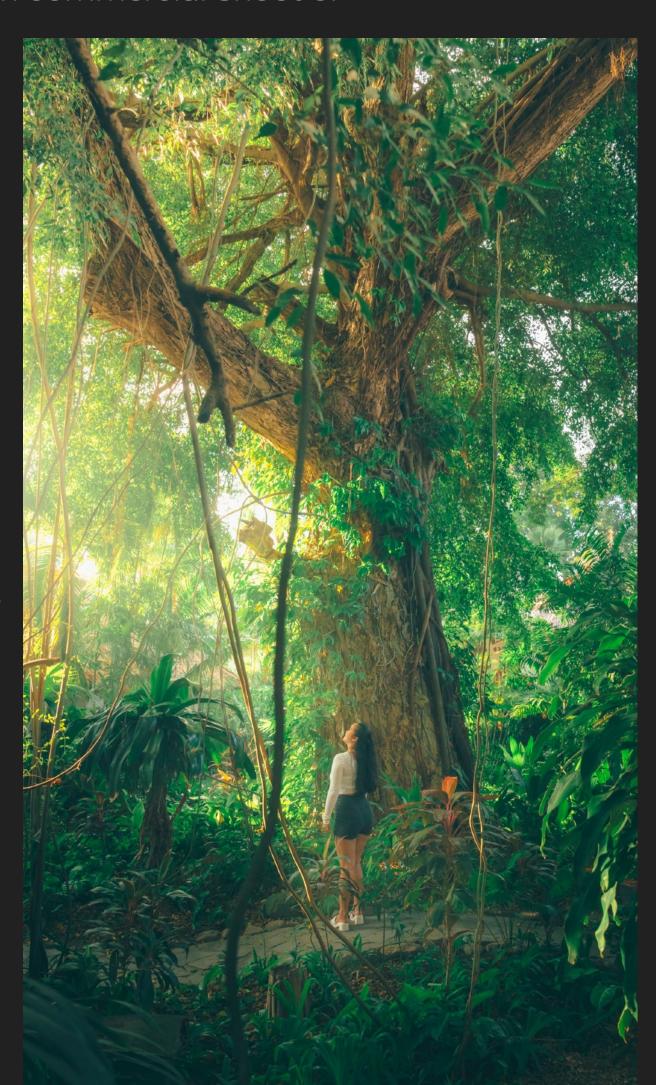
Jay is available worldwide for **lifestyle, brand, and editorial shoots**—from the ocean or underwater to the high desert or mountain forest. He can **capture your gear in action or bring your brand's essence to life** with captivating lifestyle photos and videos for print and digital advertising campaigns, marketing and PR efforts, social media, or online stores.

Storytelling

His approach to visual storytelling is what has set Jay apart. Beyond this, he also writes articles for numerous publications covering a diverse range of topics, including travel, adventure sports, photography, conservation, and astro tourism.

Destination Marketing

Jay has worked with DMOs, properties, and tour operators to showcase the spirit of their destination. He is always looking for new locations to partner with, explore, or collaborate with for commercial and editorial projects.









Happy Clients

Here is a small selection of brands and media outlets that have utilized Jay's photography. For a complete list, please visit his website.

SONYA

Discovery























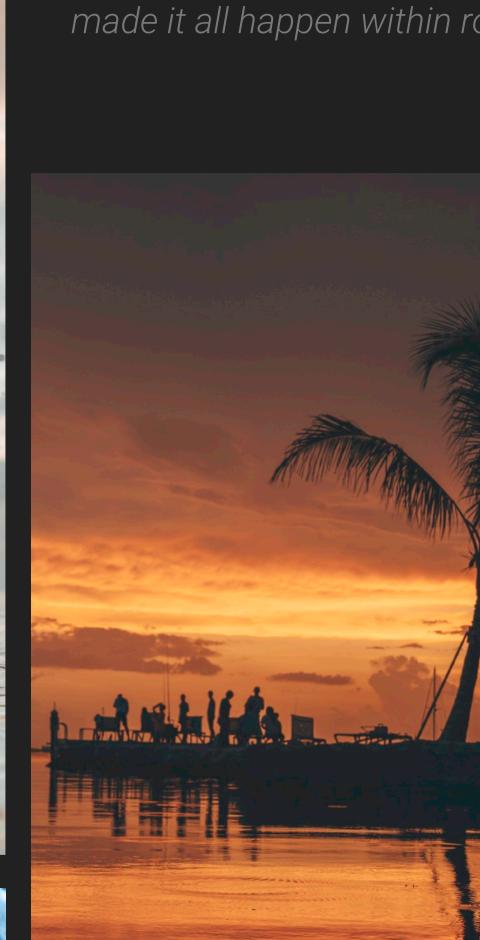








"Clue fuses photography and conservation work with brands around the world, from publications like National Geographic and Newsweek to industry leaders like PADI—and he's made it all happen within roughly eight years of picking up that first camera." – <u>Scuba.com</u>







AREAS OF FOCUS

Above and Below

The following pages showcase the areas where Jay's passion truly shines. His work captures the breathtaking beauty of our planet through compelling photography, cinematography, and storytelling. To convey his vision, Jay employs enchanting underwater scenes, breathtaking aerial shots, and striking landscapes. He excels at finding innovative ways to bridge the awe-inspiring splendor of nature with your brand, creating a powerful connection that resonates with audiences.

AREAS OF FOCUS

Adventure and Travel

The spirit of adventure is woven into our very being. Whether we journey to distant lands or savor a relaxing afternoon in nature, our love for the outdoors fuels our souls.

Jay embodies this spirit. He has dedicated his life to exploring our beautiful planet, covering millions of miles over the years traveling, overlanding, hiking, snowboarding, and scuba diving.

Example Clients: Fiji Tourism, Newsweek





AREAS OF FOCUS

Ocean and Underwater

Jay's photography career began in the ocean, where he fully immersed himself in the art of conservation storytelling. This experience fostered a profound love for the sea and its inhabitants. However, underwater photography does not need to be solely limited to traditional ocean brands. Jay's talent for capturing stunning images below the water's surface provides unique opportunities for brands looking to push their creative storytelling to new depths.

Example Clients: PADI, Discovery Channel

AREAS OF FOCUS

Outdoor Recreation

Whether gazing at star-filled night skies around a crackling campfire or venturing down roads less traveled on an overland expedition, Jay has the ability to bring your story to life through stunning visuals. The outdoors are not just a passion for him; they are an essential part of his life, as he dedicates countless nights to exploring the beauty of the backcountry.

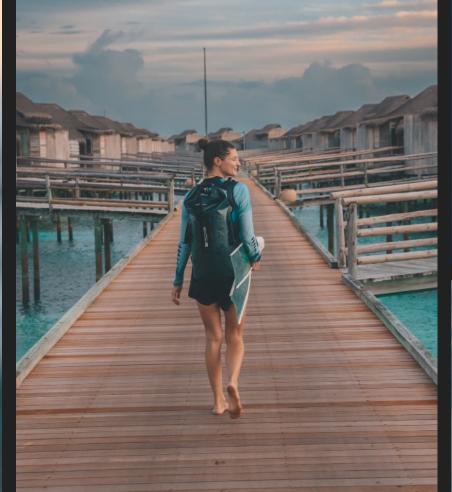
Example Clients: Sony Alpha, Atlas Packs





Check out more of Jay's photography work on his website or Instagram.



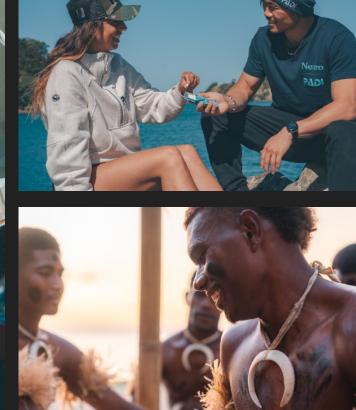
















Why work with Jay?

Instead of just taking pictures for your business, Jay crafts a compelling visual story that embodies the spirit of your brand. By infusing his imagery with impactful details and context, he helps consumers connect with your brand, fostering lasting loyalty in the process.

Experienced Professional

Jay is a true professional with a proven track record. He holds a Master's degree in Communication Arts and has decades of experience working as a professional in advertising, tourism, and photography.

Flexible and Adaptable

Nature may not always cooperate, but Jay has forged a reputation for creativity and resilience, delivering exceptional results even in the toughest conditions.

Long Term Relationships

Jay strives to cultivate enduring collaborative relationships with his clients, fostering a deep sense of trust and partnership that enables us to work together effectively for the long haul.

SEEK ADVENTURE. SAVE THE OCEAN."



Jay Clue is one of the most talented photographers I have ever had the pleasure of working with! He has over-delivered on all five global brand shoots PADI has contracted him for, with the content he produces being a defining factor for our brand evolution.

His adaptability to work within budgets and unpredictable weather conditions while always surpassing expectations on the shot lists leaves me in awe of him. He is exceptionally self motivated, a true master of his craft and a detail oriented visionary that makes the impossible shot possible time and time again. Jay is truly one of the absolute best in the business and PADI is so lucky to have the opportunity to work with him.

— Samantha Bourne, Global PR Manager

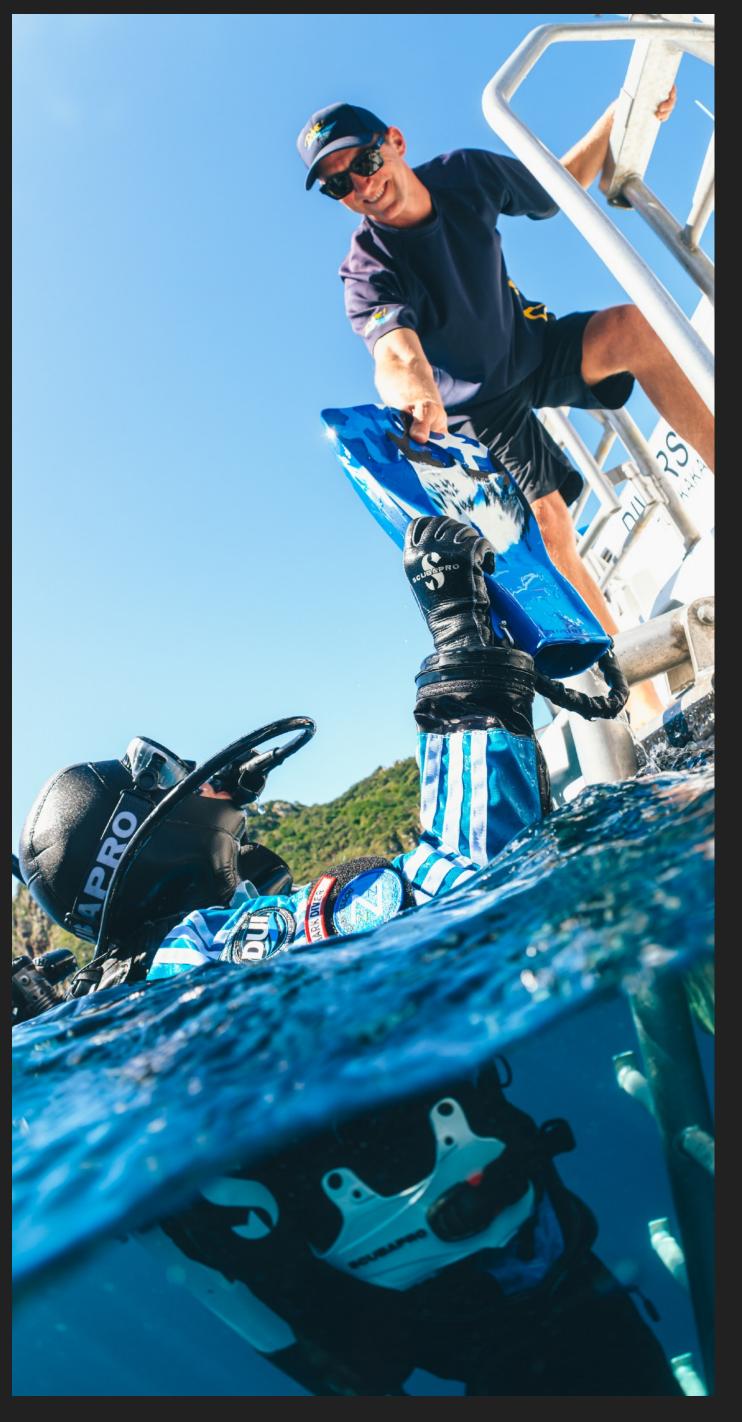
PROJECT DETAILS

ROLE: Lead Brand Photographer for over 2 years - [Independent Contractor]

BRAND: PADI - the world's largest dive training organization, holding over 70% of the global market.

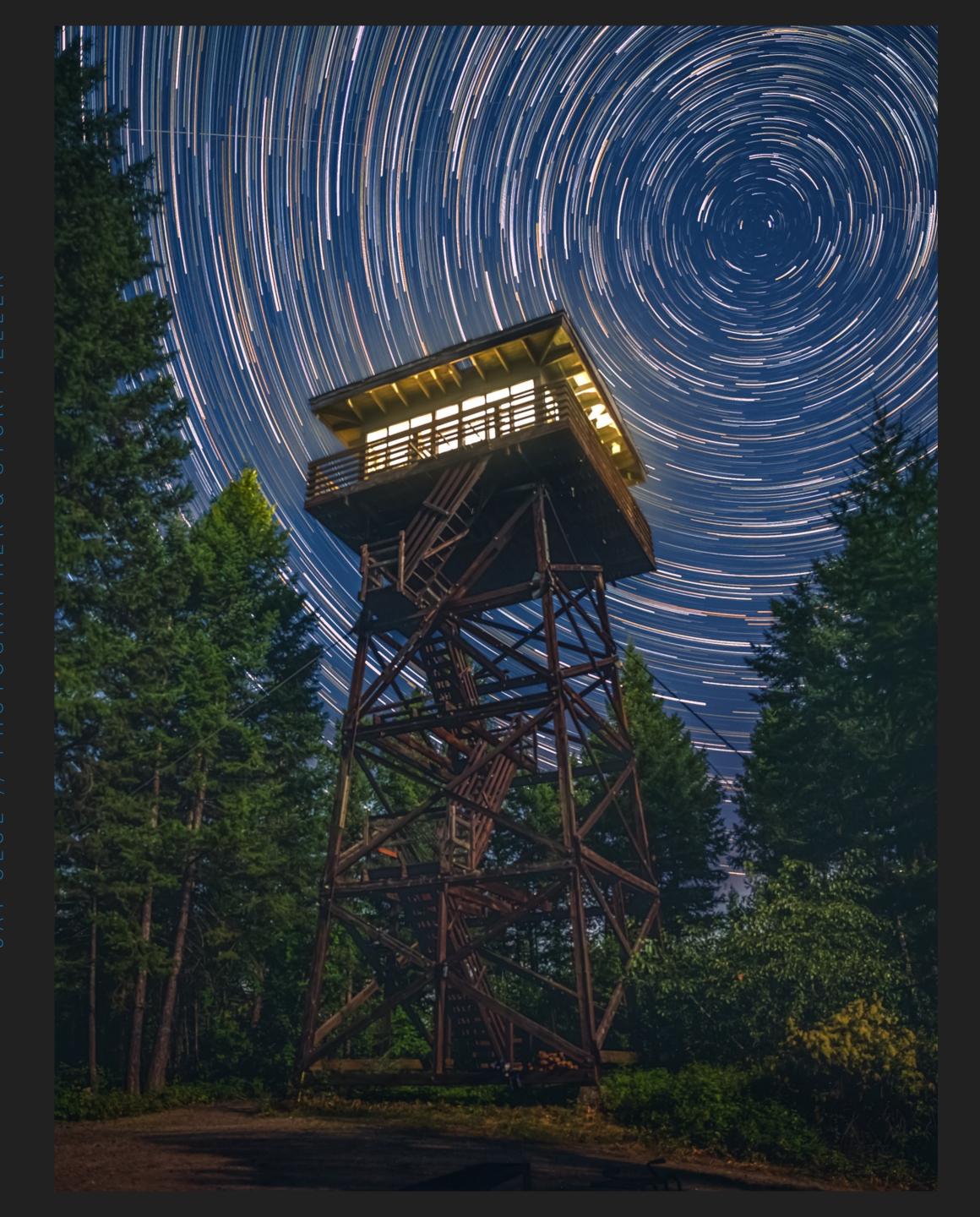
SHOOT LOCATIONS: New Zealand, Fiji, Bahamas, Egypt, Mexico, and Maldives.

OUTPUT: Global advertising and PR campaigns covering both digital and print media.









Certifications & Equipment

Degrees & Certifications

BA in Graphic Design, MA in Communication Arts,
PADI Master Instructor, Tec Trimix Instructor, Cave Diver,
Closed Circuit Rebreather Diver, Freediver, & many more.

Extensive Gear List

Jay possesses a diverse range of high-resolution cameras, lenses, drones, and top-tier equipment, enabling him to tackle any project.

Additional Accreditations & More

International Drone Pilot's License, CPR & Emergency First Aid Instructor, Search & Rescue training, global dive, medical, and camera equipment insurance policies.

CONTACT INFO

Let's Stay In Touch

Are you ready to bring your vision to life? Contact me today to discuss the details of your project and let's explore how we can create an epic story together.



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