

# Nathaniel Crawford

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[Photo & Video Portfolio](#) · [Design & Branding Portfolio](#)

## Experience

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### SENIOR PHOTOGRAPHER | HOME CHEF

- Led creative direction for culinary photography, guiding R&D chefs and associate photographers to ensure cohesive visual storytelling across weekly menus and campaign launches.
- Directed and executed high-volume food photography for digital, app, email, and print marketing, maintaining brand consistency and elevating visual standards.
- Partnered cross-functionally with culinary, marketing, and design teams to concept and produce compelling assets that supported product innovation and seasonal campaigns.
- Mentored and provided hands-on feedback to associate photographers, improving workflow efficiency and maintaining high production quality under tight deadlines.

Chicago, IL  
December 2024 -  
Present

### OWNER & CREATIVE DIRECTOR | MORNING JAY'S

- Co-founded and led creative direction for a Chicago-based breakfast pop-up and emerging CPG brand, overseeing brand identity, culinary development, and customer experience.
- Concept, test, and launch seasonal menu items, while developing frozen/ready-to-heat CPG products including breakfast sandwiches and burritos.
- Produce and execute recurring sold-out cozy café events, managing partnerships, revenue splits, vendor coordination, and on-site operations.
- Drive marketing strategy across social, Substack, and collaborations, building a loyal community and expanding into catering and wholesale opportunities.

Chicago, IL  
August 2024 -  
Present

### OWNER/PHOTOGRAPHER | CRAWFORD CAPTURES PHOTO & FILM

- Directed the creation of captivating photo and video content tailored to the unique brand aesthetics of esteemed clients including Garrett Popcorn, Frango Chocolate, Bob's Red Mill, and The Spice House, elevating brand recognition and customer affinity.
- Orchestrated seamless communication and coordination for over 100+ photoshoots, liaising with creative teams, clients, and models; ensured timely delivery of premium content, meeting all milestones and staying under budget.

Chicago, IL  
January 2015 -  
December 2025

- Applied proficiency in Adobe Suite (Lightroom, Photoshop, Premiere Pro) for post-production techniques, ensuring brand adherence and high-quality output while meeting specified timelines and budgetary requirements.
- Utilized strong social media management skills across platforms like Facebook, TikTok, and Instagram to amplify reach and engagement for showcased content.

### **MARKETING MANAGER | THE FRENCH PASTRY SCHOOL/THE BUTTER BOOK**

Chicago, IL  
June 2020 - April 2021

- Oversaw all marketing and branding initiatives, achieving substantial growth in revenue and customer acquisition by spearheading successful omnichannel strategies and impactful social and digital campaigns.
- Orchestrated a pioneering holiday campaign, resulting in nearly \$100K+ revenue and 1,100+ new trial sign ups within a month through adept utilization of social media, email marketing, and partnerships.
- Led the rebranding efforts, optimizing marketing collateral and digital channels to cater to the home baker consumer segment, significantly enhancing brand presence with engaging visual content creation and management.
- Applied strong writing skills to contribute to copywriting, ensuring brand voice consistency across all platforms.

## **Education**

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### **EASTERN ILLINOIS UNIVERSITY**

Bachelors of Science - Hospitality Management

Charleston, IL  
Class of 2017

## **SKILLS & AWARDS + RECOGNITIONS**

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Photography, Videography, Graphic Design, Digital Marketing, Social Media Marketing, Social Media Management, Content Creation, Adobe Photoshop, Adobe Lightroom, Adobe Premiere Pro, Creative Direction, Producer, Pre-Production, Post-Production, Email Marketing, Web Design, Ai Prompt Engineering, Generative Ai, Campaign Design & Management.

- *Best Food & Restaurant Photographers in Chicago* - UpMenu
- *Shortlisted Image* - Production Paradise Spotlight Awards 2023
- *Honorable Mention Images* - International Photography Awards 2023
- *Shortlisted Image* - International Association of Culinary Professionals Food Photography & Styling Awards 2022
- *75 Collection Winner* - Foodelia International Food Photography Awards
- *13 Best Chicago Food Photographers* - Peerspace
- *11 Best Lifestyle Photographers in Chicago* - Peerspace