

L. Skip Johnson
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Trade Name: "Skip Shot"
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SUMMARY/PROFILE

I am a highly creative individual who is well organized and able to self-start a project, leaping outside the box when situations mandate. Being artistic and innovative, I possess a keen sense of composition and mood, enjoying the subtle way things may be presented more completely. As a well-traveled photographer, I am comfortable in different environments and quickly assess the visual impact of the locale while melding well with local residents to grasp its feel, personality, and uniqueness. I establish a rapport easily and thoroughly enjoy meeting new people, regardless of their cultural persuasion, finding it not at all difficult to engage them in meaningful conversation - resulting in more approachable and provoking images.

Being well-rounded, my creative bent does not cease there. It has lead me to participate fully, in all phases, of the origination, crafting, designs, renderings, marketing materials, and filings with applicable Governmental Agencies to obtain registration of one United States Patent, three United States Trademarks, and several Copyrights. Being results driven, whether operating solo or in a team environment, I bring broad spectrum skill sets to the venture and thrive on the creative journey.

SELECTED ACCOMPLISHMENTS

PHOTOGRAPHER – For Worldwide Racing Photos; display virtuoso timing and sense of rhythm, photographing horses at their most attractive racing stride without using a motor drive. Also, I revised ordering and payment structure improving sales by 35%, and taught Back-up Photographer necessary skills and techniques for trusted fill-in work.

I was the official photographer for a major airline of the New Jersey segment of the LPGA tour for two years. Having repeatedly created working relationships in my travels domestically and internationally, I can also work within predefined budgets and produce superb images.

PHOTOJOURNALIST – I have always met deadlines (a testimonial is posted on my website referenced above), established repeat readership for niche articles, produced quality that editors can rely upon, and move to layout, without needing: fact checking, image proofing or copy editing. I can develop a story, or, given the thrust or perspective assigned, prepare the interview questions, perform all necessary research, and bring the article to fruition, including the addition of psychologically cued images. Images retouched in Photoshop CS2 and writing in QuarkXpress, my articles need no pre-press filtering.

INSURANCE AGENT – Provided guidance to a regional insurance carrier on how to insure professional recording studios enabling them to capitalize on that specific market niche. I won first prize in a celebratory essay contest with lighthearted treatment of the industry in a future century. Specializing in insuring senior citizen housing complexes, I was instrumental in reducing their professional liability exposures while increasing Agency sales in that market segment; and, consulted for a local Not-for-Profit, Middlesex County Fair Association, saving them \$24,000 in insurance premium dollars.

TRAVEL AGENT – Created all advertising programs for successful group travel movements and created solid corporate branding material. Authored travel itineraries, which were adopted by a global tour operator. Wrote several, well received, travel articles for Princeton Meadows Gazette. Also, along with an associate, I created a local weekly niche radio show hosting representatives from travel companies and tourist boards around the world that served as a promotional tool as well as an information source. While traveling shot extensively and maintain archive of over 10,000 travel-related images.

WORK HISTORY

Contributing Photojournalist, 2000 – Present

Toms River/Ocean County Magazine, Toms River, NJ

Senior Track Photographer, 2000 - 2005

Worldwide Racing Photos, Barrington, NJ

President, Commercial Account Manager, 1978 – 2000

John H. Herche Agency, Jamesburg, NJ

Manager, Tour Writer, Advertising Manager, 1971 – 1978

Johnson Travel Service, Jamesburg, NJ

ADDITIONAL EXPERIENCE/ACCOMPLISHMENTS

United States Patent: Modified Design, created all mechanicals, filed, and obtained a patent

United States Trademarks: Created all design, renderings, filed, and obtained, three trademarks

Outdoorsman and Sportsman: Able to handle a multitude of environments.

EDUCATION/PROFESSIONAL DEVELOPMENT

D.D.P., Freehold, NJ - 1999

Electronic Publishing Certification

Gotham Writers Workshop, New York, NY - 1996

Screenwriting – Level 1

Society of Certified Insurance Counselors, Austin, TX – 1983 - 2005

Certified Insurance Counselor Designation and updates

Atlantic School of Insurance, Brick, NJ - 1981

Life and Health Insurance Licensing Program

Harleysville Insurance School, Harleysville, PA - 1978

Property and Casualty Insurance Licensing Program

Rutgers University, New Brunswick, NJ - 1978

Bachelor of Arts, Major - Fine Art, Minor - Psychology

TECHNOLOGY - HARD

Hasselblad V System

Canon F/A System

Nikon D1H

Imacon 343

HP 7400 Flatbed

Epson 7600/9600
PC Hardware Replacement
Panasonic AGP S-Video
Eumatic Linear Editors
Light to Medium Construction Machinery
Construction Power and Hand Tools
Broad Spectrum of Sporting Equipment

TECHNOLOGY - SOFT

Adobe Creative Suite
QuarkXpress
Adobe Streamline
Microsoft Office
Microsoft Publisher
Monoco Proof
Nikon View
Imacon Flexcolor
Various Minor Publishing Programs

PUBLICATIONS AND PRESENTATIONS

ART SHOWS:

My America – Gallery 125, Trenton, NJ – November 2005 – January 2006, Juried, 2 Pieces
Let It Snow Show- Atlantic City Art Center – “Picket Drift Sunset” – December 4, 2005 – January 22, 2006
Summertime Show – Atlantic City Art Center – “Summer Breeze”- July 31 – August 27, 2005
Lighthouses of New Jersey Show – Princeton Avenue Flowers, Brick, NJ - January, 2005
Five Photographers Show, Watchung Arts Council, Watchung, NJ, 1978

EXHIBIT:

Mid-Atlantic Arts Council – Cape May Painted Light, Permanent Exhibit, Physick House, Cape May, NJ – 2005 – 2006

ONLINE REPRESENTATION

Under the Cone Gallery – Launch spring 2006

ARTICLES:

Navesink Magazine (Images and Copy)

“Lenape Adventures in Navesink” – Navesink Magazine, July 2002
“94.3 The Point, An Integral Part of Jersey Radio” – Navesink Magazine, July, 2002
“Ola, Old Mexico in Red Bank, Juanito’s Restaurante” – Navesink Magazine, July 2002

Ocean County Magazine (Images and Copy)

“Old Surfers Never die” – Ocean County Magazine, November, 2005
“The Golf Courses of Ocean County – Choices and more...”, November, 2005
“Lacey Township Parks and Recreation, Ready to Meet the Future”, November, 2005
“Lacey Township Board of Education, Forward Thinking”, November, 2005
“So, Who Are You Anyway? Driver’s License ID”, May, 2005
“Dr. Ronen Rotem, Cosmetic Dentistry”, November, 2003
“Lenape Hunting in Ocean County”, November, 2003
“Boating Safety – To License or Not to License”, November, 2003
“Ocean Caterers ... Going for the Gusto”, Ocean County Magazine, November, 2002

“Your Next Best Friend – Dover Animal Hospital, November, 2002
“Beach Real Estate – It’s Hot, Hot, Hot”, November, 2002
“Lenape Adventures in Brick Township”, November, 2002
“Drumbeat of the Lenape, Afternoon with Mary Ellen Flynn”, November, 2002
“Business – Just Who Can You Trust”, November 2002
“The Adventures of Berkeley Township”, November 2001
“Lenape Adventures in Berkeley Township”, November 2001
“Find the Cost of Freedom – 911”, November 2001
“Lost Towns of the Pine Barrens”, May, 2001
“Toms River Indians Meet Rivals in Scrimmage – Lenape Football”, May, 2001
“Beach Fees – Necessary or Evil”, May, 2001

Toms River Magazine (Images and Copy)

“Island Beach- A Sentinel on Guard Duty, A Barrier Island”, November, 2000
“Life in the Fast Lane”, November, 2000
“Lenape Adventures in Toms River”, May, 2000
“People V. New Jersey – Homeowners Insurance”, February, 2000
“Invest in Y2K”, October, 1999

BOOK REVIEW:

“Cutting Edge Advertising”- Portfolios.com, Montreal, CA , 1999

TRAVEL SERIES:

Exotic Destinations Travel Series for Princeton Meadows Gazette, Grovers Mills, NJ, 1974 - 1976

ESSAY:

100th. Anniversary of Independent Insurance Agents Hardbound Edition, 1983

SEMINAR:

Professional Liability Seminar for Administrators of Senior Citizen Housing, Jamesburg, NJ, 1983 – 1997

PROFESSIONAL ASSOCIATIONS

Professional Photographers of America - PPA
Society of Certified Insurance Counselors - SCIC
National Association of Photoshop Professionals - NAPP
Atlantic City Art Center
Guild of Creative Art

LICENSES/CERTIFICATIONS

New Jersey Racing Commission - Photographer
State of New Jersey Insurance Agent, Authorities 1 – 5
Certified Insurance Counselor

AWARDS / TITLES

More than 35 Awards as amateur photographer in a New Jersey Federation Camera Club
Editor of Camera Club Newsletter “Grist”; won ‘Best’ award twice, NJ Federation of Camera Clubs
Former leader of local unit of National Not-For-Profit volunteer charitable organization