



Hello, I'm **Jack Alexander** Photographer

MY JOB DESCRIPTION

I'm a London-based photographer, self-taught and specialising in portraits with musicians, actors and models, having been published all over the globe. After completing an English Language degree, I instead got obsessed with photography and relocated to London. Here I began working with a multitude of subjects, including Liam Gallagher, Britney Spears, Katy Perry, Ed Sheeran, and Little Mix. I am an ambassador for Nikon cameras, broncolor lighting, and Apple's #ShotOniPhone initiative.

As well as my photo work, I am also a Senior Writer at photo community site Fstoppers.com, which receives in excess of 7 million hits each month. I'm currently based out of my studio in Holborn, central London.

10 TIPS ON HOW TO FOLLOW IN MY FOOTSTEPS

Be passionate about what you do:

Pursuing most creative ventures requires a high level of commitment. Often is the case that you have to work internships or do favours for free when you first start out. The pay often isn't great when you're new to the field, and you may have to work two jobs to stay afloat. Schedules change often, and on short notice. You'll work evenings and weekends, and have odd days in the week off – it's more of a lifestyle than a job. And all of this is why you need to be completely in love with whatever it is that you're pursuing. If you're driven only by money, or feel that it's an easy ride, you'll likely not last long!

Learn your gear back to front:

The best thing you can do for yourself in terms of working practically, is to know your equipment inside out. That way, you know how to maximise results, and if there's a technical issue on the day, you know how to resolve it efficiently. This will prove invaluable as a working professional, and ultimately is a big part of what your clients are paying for – your valuable knowledge!

Experiment in photoshop:

Remain open-minded when it comes to photo editing. It's great to have a signature style and post-processing workflow, but there are several ways to achieve similar effects. Try new things – hit different buttons! Even with over 10 years of Photoshop experience, I still learn new and more efficient ways to do things to this day.

Plan ahead:

Planning is imperative, both long and short term. At the start of the calendar year, set out your goals and include a breakdown of how you plan to get there. When it comes to individual jobs, you should be prepared. Know what the client wants, decide how you're going to achieve it, and leave little to chance. However, you should always be aware that things may be different on the day, and you should remain open-minded to deviating away from what you had planned.

Be your own critic:

As a creative, particularly if you're freelance, you often have to be your own critic. While it's hard to assess your own work, it's important to try and monitor your progress and ask yourself what you feel you've been doing well (or, equally, not so well). It's imperative to your development as an artist, and is the best way to see growth.

But don't compare yourself to peers:

If you're a creative person, there is a 99 percent chance you constantly compare yourself and your work to that of your peers. While it is good to be aware of what others are doing (a bit of friendly competition never hurt anyone!), it's important to not assess the standard of your own work based on the work of others, nor should you beat yourself up if you feel other creatives you admire are producing amazing work. You have your own style, compete only with yourself!

Network:

You can be the most talented photographer of your generation, but if you can't successfully network amongst people in your industry, you will get nowhere. Assess what your strong points are and what makes you interesting as a creative, and learn how to sell yourself to anyone you're pitching to. It's important to get your name out there.

Social media:

Some love it, some hate it. But it is undeniable that social media is the biggest marketing tool available – and it's free. Platforms like Instagram serve as an online portfolio, and give you access to tons of other likeminded creatives. Make sure you keep your page updated with lots of recent work – let everyone know what you've been working on. It's a place you can engage with those who enjoy what you do. There are many opportunities to be gained from social media too; I have booked jobs, including one for Apple, through Instagram.

Have a website:

As great as social media is, it's imperative to still have a website of your own. If I am looking to book a stylist or make up artist to work with me, the minimum requirement I expect is for them to have a clean portfolio of work that I can easily view and send on to a potential client for review.

Don't forget why you do it:

Never lose sight of why you do what you do. When you work in your creative field professionally, you will inevitably end up partaking some jobs purely for the money. That's great – but make sure you have a good balance of jobs that are for money and for love. Make time for personal projects that keep your passion ignited!