



2026 CAPABILITIES DECK

# CONTENT THAT PERFORMS. STORIES THAT ENGAGE.

Pre-Production. Production. Post-Production

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**Ad Campaigns • Social / Digital Content • Commercials • Corporate B2C / B2B • Training**

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# MAXIMIZATION

Shot Glass is an award winning full service, women-owned video production company servicing clients ranging from agencies and Fortune 500s, to governments and small businesses. Our team has extensive experience in ad campaigns, social/digital content, commercials, and corporate communications including B2B, B2C, and training. Our smaller size is a strength that enables us to offer our full attention to our clients. This, coupled with our ability to produce visually-stunning work that produces results, is how we have managed to capture unwavering client loyalty and a stellar reputation.

## GEOGRAPHICAL REACH

Based in Los Angeles we work on productions both big and small throughout the United States, while guaranteeing high quality results on every project. For out-of-town productions, typically only one or two of our key production personnel travels to ensure quality control and cost-efficiency.



## COLLABORATION IS AT THE CORE OF OUR OPERATION & STRUCTURE



We make the entire production process seamless and are known for going the extra mile. Shot Glass is highly skilled at finding creative and cost-effective solutions to maximize all of our productions. No production is ever the same, and we specifically tailor each project to meet your needs. As your production partner, we do whatever it takes to ensure a smooth and successful production.

## Brand & Agency Partner. Where Strategy Meets Execution.



**STRATEGY** We dive into your project, identify your needs, and become entrenched in your vision and brand. We plan ahead, forecast, and budget very carefully. Each project is tailored to achieve your desired outcome.



**PRODUCTION** Every project demands its own approach. Equipment is universal—what separates “good” from “exceptional” is talent, instinct, and execution. We bring passion and precision to every set, transforming creative vision into compelling content that delivers real results for our clients.

**PRE-PRODUCTION** Great work doesn't happen by accident. It's built in pre-production. Talent, locations, crew, gear, schedules, logistics—there are so many moving parts, and we obsess over every single one. We thrive in the complexity, anticipating challenges before they arise and locking everything down tight. By the time we roll, there are no surprises.

**POST-PRODUCTION** The latest tools are just the starting point. We bring diligence, creativity, and imagination to every edit, color grade, and finishing touch. We're committed to your timeline without sacrificing quality, and we don't stop refining until it's right. This is a true collaboration—your insight drives the work, and our craft brings it home.

From Full-Scale Ad Campaigns to Corporate B2B /B2C  
We always deliver stunning results.



## EXPERTISE

When it comes to video production for brand marketing or PR, we've got you covered. Our ability to tell a story transcends everything we do, but we don't stop there. We've lent our eye to public outreach, education, government, product demos, B2B, investor relations, and training projects too.

If it involves a camera or an edit bay, it's up our alley; we don't just offer full-fledged production services. Our team also helps our clients with smaller projects that consist of only post-production / graphics, or event / behind the scenes coverage. We work on everything from b-roll shoots to bigger budget brand advertising campaigns and commercials... and we've been doing this for over 20 years.

We work within a wide range of sectors and genres.



## SPECIALTIES

Ads/Brand Marketing  
Social / Digital Content  
Promotional  
Product Demos  
Corporate Communication  
Outreach / Educational  
Testimonials / Interviews  
Training  
Philanthropy



## SECTORS

Consumer Products & Services  
Energy / Utilities  
Technology  
Financial  
Healthcare  
Manufacturing  
Public / Government  
Nonprofit



FULL SERVICE PRODUCTION & ANYTHING IN BETWEEN



Our experienced team works hard to deliver eye-catching video content that yields results.

**JESSICA RISTIC**

Head of Production & Executive Producer

"We go above and beyond to ensure our clients receive the attentive, personalized service they deserve."

**ERIC JACKSON**

Director / Director of Photography and Technical Advisor

"It's all about making something that resonates with your target audience."

**JOANNA GAMEZ**

Producer & Project Manager

"We work really hard to make sure nothing ever falls through the cracks — from pre-production all the way through final delivery."

Our directors have spent years perfecting their craft,  
with real-world experience for a wide range of clients.



## ERIC JACKSON

Branded B2C / B2B, Public Outreach,  
High End Corporate Video

Eric is a multiple award-winning Director & Director of Photography who literally grew up in the industry. An extremely versatile Director, his powerful and vibrant visuals pair well with videos across all genres and brands.

Clients: Levi Strauss & Co., Gillette/Venus, Intel, Chevron, Samsung, TaxSlayer, Toyota, Union Bank, Edison International, U.S. Army, County of Los Angeles, Muscle Milk, and Apria Healthcare.

## JARETT BELLUCCI

Product Launch, Digital / Branded Content, Commercials

Jarett is a two-time Emmy Award- winning director who has been directing commercials, digital, and branded content for over 15 years. His work has an organic and alluring aesthetic that effectively grabs the attention of the audience.

Clients: Nike, MasterCard, Tropicana, AfterShokz, Forbes, Bodyglide, BMW, Kaplan, Mercedes, National Geographic, and Buy Buy Baby.



**AUBREY SMYTH**

Light Comedy, Consumer Products,  
Digital / Branded Content

Aubrey is an award-winning Director and Writer with a colorful visual style. She tends to focus on projects that have a positive message and a light comedic tone.

Clients: Google, Amazon, Purina, Audible, Rockin' Protein, Campbell's Soup, Chase Bank, Clorox, Colgate Toothpaste, Unilever/Dove, TJ Maxx, Pantene Pro-V, and The Make- A-Wish Foundation.

**LAURENCE SHANET**

Comedy, Commercials, Branded Content

An award-winning director, writer, and creative director, Laurence got his start in advertising working with some of the world's most prestigious ad agencies before embarking on his directorial career. Whether it's a quirky comedy spot or a branded commercial, Laurence always has a unique approach to capturing a brand's essence while engaging audiences with fresh content.

Clients: Walmart, LG Electronics, Starburst, WordPress, H&R Block, Visa, Powerball Lotto, KFC, Green Giant, RaceTrac, KFC, Skittles, and The Knot.





"The [Shot Glass] team is world-class. Their work is far and above other production companies we've worked with. An incredibly talented group with boundless energy and a real mastery of the art. Their work on 'Leading the Way in Electricity' was breathtaking."

Doug Olivieri, Manager of Stakeholder / Corporate Communications, Edison International

## CREATIVE BY NATURE

"Shot Glass has gone above and beyond in helping our nonprofit produce outstanding videos even with the constraints of our challenging budgets. Their creative vision and technical skills are among the best in the industry. The entire team takes great care in capturing and delivering the perfect message."

Elena Engel, Board of Directors, Sansum Diabetes Research Institute

"We're so grateful to you for making the videos possible. I know it will be of great benefit to many riders who are disabled, especially for those who have been hesitant because they are unfamiliar with what to expect on the Metro System. The videos solve this and provide a lot of great information for all riders!

Thanks again for making the dream a reality."

Yvonne Price, Accessibility Compliance Programs Administrator  
Los Angeles Metropolitan Transportation Authority (Metro)

"Working with Shot Glass can be summed up simply as gaining a peace of mind. They take your script and craft a production plan that fits your budget and elevates material. Also, they're just great, solution-focused, hard working people with whom you genuinely enjoy spending long production days."

Billy Kirland, Creative Director

"Shooting during the early days of COVID required strict adherence to all COVID protocol for filming on set including quarantining beforehand and the team was very cautious with this and while on set. I would highly recommend Shot Glass and look forward to working with them again."

Fiona McDougall, Director Creative Services & Producer  
OneWorld Communications

"THANK YOU for your outstanding work on the Momentum video. Our leadership team REALLY loved it and it was such a great way to kick off the conference. As always, you guys were amazing to work with – attentive, receptive, thoughtful, creative – and more. The icing on the cake was when you were able to make that 'urgent last minute change' about the titles the day before we had to show the video. Thank you, thank you!"

Alicia Faugier, Director of Video Production, MUFG, N.A.





## EXPERIENCE • DEDICATION • REPUTATION

Over 20 Years Experience in the Industry

Small team. Big output. We're hands-on, dialed in, and relentlessly focused on making content that connects and makes an impact. Our clients know they can count on us when deadlines are tight and stakes are high. Shot Glass brings production expertise, creative problem-solving, and unwavering commitment to every project.

Collaborative by nature, transparent by default. We combine creative thinking with cost-effective business strategy to maximize every production — stretching budgets, hitting goals, and bringing that same energy across every industry and genre we touch.

For questions or bid requests, contact:  
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