Jon Stenning

Filmmaker · Photographer · Producer

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PROFILE

Filmmaker, photographer and producer with 15+ years making commercials, eCommerce video and branded content, mostly for Hasbro properties like Star Wars, Marvel, Transformers and Hasbro Gaming. I came up through the art department, from PA and toy tech to art director, and now handle projects from concept and scripts through on-set direction and delivery. I like a set that runs efficiently and still leaves room for the creative process.

Alongside commercial work, I run It's Just A Hill, a cycling collective; handle social media and events for NBX Bikes; lead grant writing for the Summit Bicycle Museum; and I'm developing my first feature, *Satuit*.

EXPERIENCE

Director / Writer / Producer

Freelance · Rhode Island · 2008 to present

- Primary commercial director and writer for Hasbro since 2011, making broadcast spots and eCommerce video across product lines.
- Brands include Star Wars, Marvel (Avengers, Spider-Man, Fantastic Four), Transformers, Beyblade, Disney Princess, My Little Pony, and Hasbro Gaming titles like Monopoly and The Game of Life.
- More than 500 Hasbro jobs across product launches, seasonal campaigns and evergreen eCommerce content, with shoots rotating across product lines nearly every week.
- Run production from concept through delivery: scripts, shot lists, crew coordination, on-set direction and post oversight.
- Other clients include CVS, Kaiser Permanente, Scion and the Boston Celtics (media days).
- Brought in with DP Neil Guliano to direct reshoots on the feature film *Rage*.
- Spent two and a half years in San Diego shooting for small agencies and local businesses.

Photographer

Freelance · New England · Ongoing

- Brand, event and documentary photography, including ride and event coverage for It's Just A Hill and NBX Bikes.
- Personal work shot on digital and 35mm film.

Music Video Director

Punchdance Studios and independent · New England

- Co-directed music videos for metal and hardcore bands as part of a collaborative crew, including Agnostic Front (“Conquer and Divide,” “I Remember”), Shadows Fall and Death Ray Vision (“Just Let It Die”).
- Co-directed Carnivora’s “Witch City” with Anthony Jarvis and handled all production design, including building the altar by hand.

Social Media Manager / Event Coordinator

NBX Bikes · Narragansett, RI · Ongoing

- Run social media for an independent bike shop on Instagram and Facebook, plus email marketing.
- Plan community events like Thank You Day and promote the shop's rides and programs.

Content / Product Photography / Events

Rotation Engineering · Ellington, CT · 2025 to present

- Shot product photos of their bottom brackets, lubes, wax and merch, used across their website.
- Made videos from podcast conversations to product pieces, including a chain waxing deep dive.
- Helped organize and filmed the Soapstone Mixer, a group ride with It's Just A Hill that drew 60+ riders.

Founder

It's Just A Hill · Rhode Island · Ongoing

- Founded and run It's Just A Hill, a cycling collective that grew into an active regional riding community.
- Organize Sloppy Jon's, an annual gravel event; Tour de Cider, a fall orchard ride series; weekly group rides; and a winter training camp.
- Shoot and edit ride films, photos and social content for YouTube and Instagram with help from other members, including the “Snack or Whack” series and a podcast.

Writer / Director

Satuit · Narrative feature · 2025 to present · In development

- A coming-of-age dark comedy set in 1998 North Scituate, Rhode Island, about a group of girls racing to swim the Scituate Reservoir.
- Early development includes outreach to RISCA (Rhode Island State Council on the Arts), the Narragansett Indian Tribal Historic Preservation Office and local production partners.

Writer / Director

Uber Eats · Short film · vimeo.com/369458437

- Wrote, directed and acted in a short about one man who goes above and beyond in the gig economy.

Board Member / Lead Grant Writer

Summit Bicycle Museum · Greene, RI · Ongoing

- Primary grant writer, working with other board members to research and write funding applications for preservation, programming and community outreach.
- Serve on the board of a nonprofit preserving New England cycling history.

Earlier roles

Commercial and film sets · New England

- Production assistant, art PA, toy tech, art director and assistant director.

SKILLS AND TOOLS

Direction	Commercials, eCommerce video, music videos, narrative, shot lists, editing in DaVinci Resolve
Photography	Brand, event and documentary work; Sony, Fuji X100T and 35mm film; Lightroom
Production	Pre-production, crew, budgets, client communication, event logistics
Writing	Scripts, brand copy, grant applications, essays, social media
Clients	Hasbro, Star Wars, Marvel, Transformers, Disney, Beyblade, Hasbro Gaming, CVS, Boston Celtics, Kaiser Permanente, Scion, NBX Bikes, Rotation Engineering