

EXPERIENCE

FREELANCE PHOTOGRAPHY PRODUCER - MARCH 2009 – PRESENT - Los Angeles

- Produce photo shoots for fashion catalogs, print, look books, websites and digital media
- Coordinate production of all aspects of photography
- Develop and administer budget
- Recruit and supervise production team
- Source and permit locations, develop schedules and timelines
- Oversee model casting and usage negotiation
- Successfully implement projects under tight time constraints and on budget improving the clients' brand visibility
- Clients include Disney, Jet Set Models and Pickle Design

PHOTOGRAPHY PRODUCER, BABYSTYLE, INC. - DEC 2002 – FEB 2009 - Los Angeles

- Managed the Photography Production process for all seasonal assets for catalogs, stores, website and catalog of the popular maternity, baby clothing and gear company
- Coordinated and executed all photo shoot logistics from creative conception to close of project
- Oversaw 6 large projects yearly as well as an average of 4 in-house shoots per week, with turnarounds between 2 and 7 days
- Managed and prioritized multiple projects simultaneously
- Recruited and booked all talent (models, photographers, hair & makeup, wardrobe and prop stylists) that appropriately represented brand including contracts and usage
- Worked in cross-functional teams, including Marketing Department, Merchandising, Art Department, Accounting, Modeling Agencies
- Developed and maintained the photography production schedule to meet deadlines and budgets
- Helped to create the company's unique look and feel and increase brand visibility
- Streamlined work process to accommodate budget constraints reducing costs by 25%

FREELANCE FASHION PRODUCTION STYLIST - FEB 1997 – OCT 2002 - Los Angeles

- Coordinated and styled photo shoots for advertising, commercials, catalog and web
- Sourced wardrobe and accessory selection, propping and location scouting, all model casting and stylist/photographer booking
- Created shoot schedule, maintained projected budget and worked on film edit
- Clients included Disney, Esprit, Levi's, Dillard's, JC Penney's, eStyle, LA Eyeworks, Clothestime

LESLIE PATSON

FASHION PRODUCTION COORDINATOR, ROBINSON'S MAY-

FEB 1994 – FEB 1997 - Los Angeles

- Dynamic Intermediary between photo-studio and retail corporate offices
- Coordinated advertising and catalog fashion photo-shoots with stylists, models and crew
- Supervised staff of three stylists as well as all freelance artists
- Collaborated with Art, Photo and Creative Departments on all upcoming catalogs and newspaper advertising
- Coordinated locations, studios, merchandise, models, layouts and props
- Developed and implemented best practices organizational system for tracking all in-store merchandise and accessories which reduced prop budget by 35%

HEAD STYLIST, MAY COMPANY - APRIL 1988 – JAN 1994 - Los Angeles

- Director of two high-volume fashion photography sets for newspaper, catalog and advertising
- Artistic direction of merchandise, props, accessories, models and hair and makeup
- Worked closely with Buyers, Marketing Department and Art Directors
- In charge of model booking, scheduling and studio organization

EDUCATION

Pennsylvania State University - BA Advertising

REFERENCES

Elizabeth Baldwin _ Creative Director _ Pickle Design _ 310-785-0925

Brian Fujimori _ Senior Art Director _ Babystyle _ 310-995-9252

Paloma Jackson _ Director of Baby Division _ Jet Set Models _ 858-505-9393 x204