

Experience:

Hearst Magazines | New York, NY | June 2011 - Present
Photo Director — Hearst Digital Media

- Original photography for editorial & marketing features including fashion week coverage: conceptualize, shoot, edit, retouch and deliver content for Hearst Digital Media (HDM). Brands include: ELLE, ELLE Accessories Magazine, ELLE Decor, Esquire, Harper's Bazaar, House Beautiful, Marie Claire, Real Beauty, Town & Country and Veranda. Original content created to raise HDM industry profile with a focus on franchise development. Domestic and International portfolio consists of: lifestyle, beauty, street style, and tastemaker profiles shot on location at homes and designer studios
- Conceptualize and pitch traffic-driving features to Hearst's Fashion & Beauty and Home Design Network
- Responsible for the daily photo needs of Hearst's Home Design Network including: ELLE Décor, House Beautiful, Town & Country and Veranda. Tasks include: maintaining photo budget, subscription & image negotiation, photo research and production
- Allocated and managed 2013 photo budget for all HDM brands, in collaboration with Senior Photo Director
- Accounts payable activities include: approval, submission, tracking and organization of photo invoices for all HDM properties
- Contract negotiation and hiring of street style photographers for fashion week (NYC, LDN, MI, PAR) and daily street style imagery for ELLE.com
- Key player in the re-branding initiative of Realbeauty.com as a relevant, fashion-forward beauty website; personally contributed to the overall visual of the site with progressive, fashionable stock imagery and original photography
- 2012 winner Min's Editorial & Design awards, Online Slideshow: Harper's Bazaar, *Girl behind the Brand*

THE GLOW | New York, NY | January 2011 - Present
Co-Founder, Photo Director & Photographer

- Conceptualized and launched TheGlow.com, a glimpse into the world of inspiring and fashionable moms with a focus on styling ideas, go-to gear, multitasking secrets, and enviable decor
- Development initiatives include initial concept, design and implementation
- Sole photographer and image retoucher for all original photography
- Hand-select the industry's most inspiring women from the world of fashion, design, art and film
- Oversee all technical aspects of the site including programming, CMS, site updates and maintenance
- Responsible for brand identity, social media presence and overall visuals including website design & layout
- Curate and develop editorial collaborations through co-branded partnerships. Brands include: Coach, Estée Lauder and J-Crew
- Business development: revenue and brand expansion through advertising, development and designs of exclusive merchandise, image licensing and book publication
- Content featured globally online, in print and on TV. Press includes: Babble, Daily Candy, Daily Front Row, eBay, Fashionista, Fox Good Day L.A., Goop, Harper's Bazaar, Huffington Post, InStyle Magazine, Lil Sugar, One Kings Lane, Racked Grazia Paris, Refinery 29, Remodelista, Style Caster, The New York Times and the Today Show
- Represented by Trunk Archive for image licensing & syndication
- THE GLOW 2014 book release, published by Abrams. Managed & represented by ICM International Creative Management

Hachette Filipacchi Media U.S. | New York, NY | January 2009 – May 2011
Photo Director — ELLE.com, ELLEGirl.com, ELLEDecor.com, WomansDay.com

- Developed, expanded and directed the Photo & Video division that provided content for HFM U.S Digital; team consisted of Photo Editor, Photo Coordinator, Photo Assistant and Senior Video Producers
- Shot exclusive photos for editorial, marketing and advertorial features
- Photo & video conceptualization
- Negotiated all stock photography licenses, as well as yearly contracts with large vendors
- Photo research and retouching for editorial features
- Fashion Week photo & video responsibilities: original photo shoots, contract negotiation and freelancer management for production of runway coverage
- Supervised financials for photo & video content
- Oversaw syndication of ELLE.com photos and shared content with international editions
- Consulted and produced original photography for MSN's GLO.com, an HFM U.S & Berman Braun Publication
- *Freelance Photographer and Consultant (6/08-12/08) for ELLE.com & ELLEGirl.com*

Maxim Digital | New York, NY | June 2001 - December 2008
Senior Photo Editor & Staff Photographer — Maxim.com, Stuffmagazine.com, Blender.com, TheWeek.com

- Department Head responsible for photographing original content, restructuring department, photo management and hiring of staff for Alpha Media Group Inc.
- Produced domestic and international photo shoots for Editorial, Marketing, and Mobile divisions. Activities included: pitching ideas; booking models and locations; hiring and managing stylists, hair & make-up artists and photo assistants; providing art direction; retouching photos and image production
- Played key role in financial success of multimillion-dollar Mobile division; attributed to wallpaper downloads from personally-executed photo shoots
- Photographed all content for yearly calendars sold nationwide
- Photos featured in twenty-six international editions of Maxim, and distributed as posters
- Contributed to vital aspects of franchise creation and maintenance, from conceptualization and development to distribution and revenue generation
- Researched & obtained rights for all original & refurbished content, including photographer & model agreements
- Retouched celebrity portraiture for exclusive use on Maxim.com and Blender.com
- Oversaw and maintained a photo budget of \$26,000/month
- Launched Girl on Film photo blog and served as its personality contributor & editor
- Project closest to my heart: Girl on Film introduces "The Girls of Miss Russia": multimillion-dollar marketing collaboration for Russian Standard & Maxim Media. Shot on-location in Moscow and St. Petersburg, Russia. Production included: location scouting, art direction, shooting, editing and retouching.
- *Positions held: Freelance Photo Assistant (6/01 – 11/01), Assistant Photo Editor (12/01 – 6/03), Associate Photo Editor (6/03 – 5/05), Deputy Photo Editor & Staff Photographer (6/05 – 10/06)*

Wenner Media | New York, NY | Sept 2000–June 2001
Intern — Rolling Stone Magazine

- Photo research, assisted in captions & credits, maintained contact database and photo returns

Press:

- Sony & Photo District News: Emerging Photographer, Fall 2010 “Portrait of a Photo Director”
- Photo District News, August 2008 | “Life in the faster lane.”
Three online photo editors from Maxim, Time and US Weekly talk about their evolving jobs
- PDN.com, August 2008 | “A Day in the Life of... Maxim.com Photo Editor”
Credited as PDN's Top 40 Online Stories of 2008

Education:

- School of Visual Arts, New York, NY, Bachelor of Fine Arts degree in photography 2001,
Resident Advisor