

PROFESSIONAL EXPERIENCE

Freelance Photo Art Director & Stylist/Producer, July 1997 - Present

NM Direct, Horchow, Neiman Marcus, Greg Booth + Associates, Dillard's, JC Penney, American Express, IA Agency, Dallas Morning News, Texas Monthly, The Container Store, Coldwater Creek, Southern Living, Select Comfort, Pier One, Smithsonian, Expo Design Center, OneKreate, The Richards Group, Soft Surroundings, Tuesday Morning, The Home Depot, The Bombay Company, Chef's Catalogue, American Way Magazine, Michael's, D Magazine, Style Network, T.G.I. Friday's, Tempurpedic, Bank of America, Cowboys & Indians Magazine, Macy's, TIME, Inc, This Old House Magazine, Hellmann's Mayonnaise, Kohl's, Lincoln Motor Company, Hilton Worldwide, H.E.B., Walmart, James Avery Craftsman

- Over 20 years experience as a freelance photo stylist & producer for catalogue, television, print media & commercials
- Styling has included product, home, tabletop, off-figure, jewelry, on location & soft styling
- Design & composition of creative arrangements for photo shoots
- Prop acquisition & on-set styling to create looks & trends for each company & their target audience
- Location scouting & procurement of locations; working with scouts, homeowners & reps on schedules & contracts
- Source & hire freelance photographers, photo stylists, hair & make-up, crew members, set designers & talent
- Implement the photo shoots from product presentation to production; work closely with creative & art directors
- Oversee budgets & schedules, locations, sets, props, travel, locations, craft services, merch delivery

Wayfair, Photo Art Director, October 2015 - May 2017

- Founded the Wayfair Photo Studio from the ground up with the Creative Director & Senior Operations Manager
- Responsible for art direction for web, print catalogs, social media, exclusive brands, direct mail, major promos, content
- Provided direction for lighting, styling, design, product selection, room layout & architecture
- Executed imagery for over 40 brands under the Wayfair umbrella including AllModern.com
- Elevated the quality of the imagery while keeping to tight schedules & a rigorous turn around
- Succeeded in maintaining the print catalogs under budget with projects coming between 11% to 28% under
- Executed the Seasonal & Specialty print catalogs for Wayfair working closely with the corporate buyers & designers
- Partnered with Senior Brand Manager & team to execute brand direction for all Wayfair brand photography
- Worked with the Exclusive Brands team to roll out new brands & create an aesthetic targeting each unique customer
- Implemented standards for providing key photography deliverables for Direct Mail projects
- Trained & mentored stylist team to create compelling visual proprietary imagery for wayfair.com & allmodern.com
- Worked with the team of photographers including the managing photographer to key in on brand lighting
- Implemented stop motion & video shoots for the Wayfair homepage working closely with the brand team
- Managed up to 13 reports under my umbrella including stylists, lead photographer & associate photographers
- Established standardized systems & processes for high deadline-driven fast-paced 40k square foot studio
- Partnered with the studio manager on streamlined schedules & budgets, cultivating a culture of creativity & efficiency
- Worked closely with the traffic department to ensure product sample delivery for the shoots
- Refocused the post production procedures for FBR reviews to present the projects to the corporate leaders
- Coordinated with the Scene Shop Manager & team on set builds for the studio
- Participated in testing tools for studio efficiencies including the DAM, CB tool, Quickbase and SOPs
- Spearheaded soft styling area, props cage & bays for shooting & supplies for the styling team at the studio's inception
- Strong in practical & tactical approaches which result in high productivity; leveraging collaboration across departments
- Forward thinking in identifying sustainable solutions for the photo studio operations

NM Direct, Manager of Creative Services, August 1995 - July 1997

- Coordination & production of shoots for 39 catalogues a year including the NM Christmas Book
- Scheduling of stylists for 39 catalogues a year, resource new talent & maintain existing stylists
- Work with creative directors in preparing photo budgets, re-forecasting throughout season & managing needs
- Coordination & production of various out-of-town photo shoots, booking locations, travel & crews
- Manage creative coordinator in catalogue completion, upkeep film/catalogue archives & various administrative duties

NM Direct, Creative Coordinator, July 1993 - August 1995

- Coordination & production of photo shoots for up to 26 catalogues yearly for the Horchow Division of NM Direct
- Management of monthly budget recaps, forecasting & analysis for the creative department
- Production tasks including scheduling, art buying, catering, permits, contracts, troubleshooting, traffic
- Coordination of all merch samples; work closely in determining arrival dates, changes & shipment to photo studio
- Location scouting, coordination of logistics, booking crews, contracts, insurance, catering, permits & storage

EDUCATION

- Bachelor of Science in Advertising, University of Texas at Austin