

JESSICA CLAIRE

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WEBSITES, PORTFOLIOS, PROFILES

- [linkedin.com/in/creativelyuniquephotography](https://www.linkedin.com/in/creativelyuniquephotography)
- creativelyuniquedigitalart.com
- facebook.com/JessicaClaire

PROFESSIONAL SUMMARY

Dedicated Photographer exhibiting true love for craft, art and science of photography process. Seasoned professional at using camera lenses, controls and composition to capture stunning results. Consistently enhancing creative insight through projects and professional workshops.

SKILLS

- Creative and Critical Thinking
- Complex Problem Solving
- Exceeds Expectations
- Quality Assurance and Customer Service
- Customer Service / Needs Assessment
- Relationship Development
- Verbal and Written Communication
- Team Leadership / Staff Scheduling
- Digital, Commercial Photography
- Exposure, Composition, and Color Harmony Techniques
- Price Structuring / Budgeting
- Cost Reduction
- Attention to Detail / Workflow Management
- Photo Processing / Color and Detail Corrections

WORK HISTORY

Photographer, Creative Designer, Digital Photography Editor, Owner, 01/2015 - Current

Creatively Unique Photos & Digital Art – City, STATE

- I worked with clients to explored creative studio set ideas, created those full set build outs within the budget, with money left over for costumes, make-up, and props. These sessions were designed for Still Life Photography. The sessions were created by me, budgeted by me, photographed by me, edited, and printed by me in Adobe Photoshop and Lightroom CC, and I always exceeded expectations.
- Cultivated professional working relationships with merchandising and sales departments, suppliers and clients.
- Applied performance data to evaluate and improve operations, target current business conditions and forecast needs.
- Determined and adjusted subject position, props and lighting equipment while selecting camera angles to optimize final product.
- Mentored other designers, providing guidance and support to help generate work on time and within project parameters.
- Digitally edited photos to enhance appearance.
- Managed day-to-day business operations.
- Photographed high-quality images for various print and digital projects.
- Performed advanced computer processing of images for assignments.
- Translated trends into concepts and solutions relevant to brands, product categories and channels.
- Developed sales presentations and promotion initiatives to key accounts to drive product sales and increase brand awareness.
- Collaborated with in-house producers to create storyboards, mood boards and thumbnail sketches to represent and visualize ideas prior to execution.
- Maintained up-to-date administrative records to monitor operational conditions.
- Inspected proofs to verify quality and determine needed adjustments and retouches.
- Conducted regular research to stay abreast of product trends, implementing concepts to increase competitive advantage of brand and products.
- Consulted with customers to assess needs and propose optimal solutions.
- Utilized expertise and current best practices to verify quality of images, content and brand compliance.
- Conducted target market research to scope out industry competition and identify advantageous trends.
- Met with clients to create visions, conceive designs and discuss deadlines and requirements.
- Devised processes to boost long-term business success and increase profit levels.
- Assessed supplier quality to maintain tight cost controls and maximize business operational performance.
- Discovered areas of improvement by generating quarterly operational and sales reports.
- Edited, toned, captioned and uploaded photographs for publication.
- Selected and set up appropriate props, backdrops and lighting.
- Transformed ideas into beautiful designs used in identity branding campaigns.
- Tracked inventory for photo products and equipment.
- Delivered impactful creative solutions through event branding, marketing and email campaigns.
- Remained up-to-date on current trends and attended industry trade shows and markets to view and order inventory.
- Established and administered annual budget with controls to prevent overages, minimize burn rate and support sustainability objectives.
- Generated revenues yearly and effectively capitalized on industry growth.
- Utilized [Adobe Photoshop](#) and [Illustrator](#) to design posters, pamphlets and flyers for projects and events for marketing and advertising purposes.
- Completed complex photo shoots at indoor and outdoor venues.
- Shot photographs in controlled lab, field and remote environments.
- Conceptualized and implemented innovative ideas to drive user engagement for clients' websites.
- Enhanced operational efficiency and productivity by managing budgets, accounts and costs.
- Established, optimized and enforced business policies to maintain consistency and high-quality standards across industry operations.
- Monitored market conditions to set accurate product pricing and take advantage of emerging trends.
- Maintained and shared portfolios of artistic work to demonstrate styles, interests and abilities with potential customers.
- Created and monitored promotional approaches to increase sales and profit levels.
- Reconciled daily sales, returns and financial reports in QuickBooks.
- Aligned branding initiatives and sales strategies with client goals.
- Defined and recommended detailed solutions to capture images.
- Managed large volume of projects and met all deadlines through exceptional organizational and time management skills.
- Cultivated forward-thinking, inclusive and performance-oriented business culture to lead industry in innovation and push progress.
- Planned and prepared for on-location and studio shoots.
- Edited artwork across variety of company product lines such as logos and images.
- Experimented with different lighting effects to deliver unique images.
- Used knowledge of market trends to create value-added solutions resulting in significant increase in revenues.
- Consulted with clients to discuss commission ideas and style preferences to create mutually agreeable project parameters.
- Determined size and arrangement of illustrative material and copy to develop graphics and layouts for product illustrations, company logos and internet websites.

Documentary Photography Intern, 03/2017 - 01/2019

Houston Women – City, STATE

- Area Capture quality documentary photography of public meetings and assemblies, regardless of weather, lighting, or other factors. Provided all post-edits, selection of final images for publication and social media, organized files, delivered filed to organizers of the organization..

- Photographed high-quality images for various print and digital projects.

- Digitally edited photos to enhance appearance and uploaded photographs for publication.

- Shot photographs in downtown and in remote environments.

- Inspected proofs to verify quality and determine needed adjustments and retouches.

- Completed complex photo shoots at outdoor venues.

Creative Designer, Product Creator, Owner, 01/2014 - 01/2016

United States

- Sold Hair accessories and Jewelry that I designed and created by hand.

- Created custom pieces for clients needs.

EDUCATION

Associate of Arts: Digital Photography, 2019

The Art Institute of Pittsburgh - Pittsburgh, PA

- President's List 2016

- Dean's List 2017-2019

- Member of [National Technical Honor Society](#)

- Received Academic Achievement Award (2016-2019)

- Won "Top Choice" (Peer Awards) on several occasions due to my work.

- Continuing education in Copyright for Photographers (2018)

- Continuing education in Branding Foundations 2018

- Continuing education in Learning Studio Lights and Flash Lighting (2017)

- Continuing education in Designing A Resume (2018)

- Continuing education in Learning Real Estate Photography (2019)

- Continuing education in Product Photography: Jewelry (2017)

- Relevant Coursework Completed: all basic college courses, Studio lighting, exposure and how to use it to create the image you want, manual use of a DSLR, the difference between different file formats and what they are used for, a lot of lighting (both indoors and outdoors), color theory, Composition, Business, Marketing, Legal, digital editing, how to create a story and build a portfolio, just to name a few. There are so many variables that go into photography that I could sit here all night and not list them all.

High School Diploma: 1990

Westfield High School - Houston, TX

- Member of [Thespian Club](#)

- Continuing education in Theatre Arts

- Continuing education in Technical Theatre

- Relevant Coursework Completed: Honors English

ACCOMPLISHMENTS

- Office Management, Financial Management, Organization, Planning, Research, and more.

AFFILIATIONS

Professional Photographers of America (PPA)

Houston Audubon Society

Professional Photographers Guild of Houston (PPGH)

The Buffalo Bayou Partnership

Volunteer for the "Walk for Mental Health Houston"

ADDITIONAL INFORMATION

I know it's recommended to leave High School off, but my path through high school with these courses listed above taught me much of what I know, and from what I can tell from meeting many other photographers, the lessons that I learned from them are what sets me apart from everyone else.

I still use these skills today in my photography, and I honestly believe that it shows.