

Carl Ryan Overton

154 Woodland Ave. Lexington, KY 40502

Phone: (859) 608-2913 E-Mail: carlryanoverton@gmail.com



Education **Bachelor of Fine Arts, Photography**
Maryland Institute College of Art (Dec. 2009)

Experience **Lexmark - Lexington, KY - Digital Imaging Manager (Oct 2011 - Present)**

Established and facilitates insourcing of Lexmark's product, headshot, and editorial photography production by implementing efficient workflow procedures and collaborating with other departments

Produces instructional videos for clientele, interviews, professional and departmental profiles for internal communications

Manages product photography database and implemented design changes to the client side web portal to increase functionality usability

Established a blog of Lexmark event photography to make the documentation of conferences and social events more accessible to employees

Shootingfrenzy - Lexington, KY – Owner/Operator (Feb 2013 – Oct 2015)

Oversaw marketing, sales, website/social media and operations for live photobooth service

Executed photography and videography for events and other freelance projects

Fan Outfitters - Lexington, KY - Staff Photographer (Sept 2010 – Oct 2011)

Produced digital images of 1000+ items within 6 months to establish the company's e-commerce presence

Executed product, fashion, architectural, and event photography for documentary and promotional purposes

Designed a system of photographic templates, Photoshop action scripts, and workflow procedures to increase studio productivity

Skills Still and video image capture and post-production, Adobe CC (Photoshop, Premiere, InDesign, Illustrator), visual storytelling, Excel, coding w/Javascript (incl. JQuery, MEAN), Ruby/Rails.