

Seth Alan Coulter
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[Portfolio](#)

PROFESSIONAL EXPERIENCE

CANEPA AUTOMOTIVE
October 2023 – May 2024
Scotts Valley, California

Automotive Photographer, Exclusive Vehicle Documentation

Using my technical proficiency in a controlled photography studio to document 49 exclusive and/or historically significant vehicles, showcasing my ability to highlight their unique features through compelling visual content. My role encompasses a comprehensive suite of responsibilities that mirror the meticulousness and care required in museum collections management and documentation.

Entrusted with the photography of exceptionally rare and valuable vehicles, which includes an experimental prototype by McLaren notable vehicles from the Pininfarina museum, showcasing the ability to handle and document high-value assets with precision and care.

Researched and verified provenance, historical significance, and technical specifications of rare and historically important vehicles, collaborating with owners and experts to ensure data integrity. Developed expertise in automotive photography and research on-the-job, demonstrating the ability to quickly master new technical and historical subject matter.

Documented over 60 historically significant and high-value vehicles, including rare prototypes and museum-owned pieces, within a tight timeframe, showcasing adaptability and expertise in capturing the essence of unique objects.

Executed comprehensive photography workflows for each vehicle, ensuring accurate representation. This included meticulous preparation, studio and natural light photography, adherence to strict metadata standards, and publication to digital platforms.

Took full responsibility for preparing each vehicle for photography, ensuring they were in pristine condition and meticulously avoiding any damage during the photographic process. This highlights a high level of responsibility and the ability to preserve the integrity of valuable items, parallel to the care required for museum collections.

MICHAEL DESMOND PRODUCTIONS
March 2023 – September 2023
Los Angeles, California

Commercial Photography Assistant & Generative AI Design Support

Supervisor: Michael Desmond (916) 599 - 5068

Explored the potential of generative AI design for commercial photography projects. Demonstrated rapid prototyping for concept development and image refinement while remaining mindful of ethical implications within the evolving industry.

Collaborated with Commercial Studio Photographer Michael Desmond on setup, lighting, and editing for high-profile advertising campaigns.

Supported pre-production and visualization using with generative AI concept development for multiple Pepsi Co. campaigns, including Back To NFL, Power of One, and Womens World Cup.

Pepsi Co. - Back To NFL : UnRetirement

Pepsi Co. - Power of One

Pepsi Co. - Womens World Cup

Pepsi Co. - Pop Corners : Breaking Bad

Circle K - A Day at Circle K

BUREAU OF LAND MANAGEMENT (OREGON / WASHINGTON)

July 2022 - March 2023

Portland, Oregon

Public Affairs Specialist (GS – 11)

Supervisor: Don Manuszewski (210) 373 - 5981

Implemented advanced studio photography techniques in diverse settings, including challenging remote locations, ensuring high-quality and visually captivating imagery. Conceptualized and designed a range of print materials, including posters, graphics, books, and pamphlets, enhancing the organization's branding and outreach.

DEFENSE POW/MIA ACCOUNTING AGENCY (DPAA)

June 2017 – June 2021

Oahu, Hawaii

Mass Communication Specialist

Supervisor: Maj. Leah Ganoni (402) 427-4117

1st Place DMA Media Awards for Picture Story (2017) / 1st Place for Feature Photo (2019)

Detail-oriented photographer with a unique background in forensic documentation, multimedia production, and client-focused visual content creation. Proven ability to capture, organize, and present sensitive materials with accuracy and discretion. Contributing to a dynamic team where my skills aided in investigation and visually communicating the DPAA mission.

Meticulously documented sensitive excavation sites and evidentiary materials using specialized forensic photography skills for each aspect of an excavation. These included the documentation of site excavations, osseous material and evidentiary material, as well as the use of specialized tools ensuring accurate representation for forensic analysis and potential legal use.

Collaborated with forensic anthropologists, archaeologists, and other specialists to ensure photographic documentation aligned with project objectives and scientific requirements.

Operated effectively in diverse field environments, adapting lighting and photographic techniques to capture clear images under challenging conditions

Directed cross-functional teams in the timely completion of complex projects, ensuring adherence to guidelines and optimizing workflow. Implemented a comprehensive rebranding initiative, resulting in enhanced visual identity and cost savings.

Strategic communicator and project manager with proven success in international media relations, crisis communication, and community outreach. Built strong relationships with diverse stakeholders to advance organizational goals.

EDUCATION

FOOTHILL COMMUNITY COLLEGE

2021-2022 | 2023-2024 | 2024-Present

Bachelors in Still Photography / Graphics and Interactive Design

Coursework in editing, studio photography, multi-cultural photography, graphics, and Ai integrations

SYRACUSE UNIVERSITY - NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

2017-2018

Military Photojournalism Program

Over a 10-month period - Completed 30 college credits of coursework in communications, photojournalism, photography, broadcast and digital journalism, design, sound, and documentary production.

ASSOCIATED COLLEGIATE PRESS AWARDS

1st Place - Magazine Cover

5th place - General News Photo

