

Seth Alan Coulter

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(808) 729-3729

Overland Park, KS

[Portfolio](#)

Canepa Automotive | Automotive Photographer | 2023 – 2024

Scotts Valley, California

Documented over 60 historically significant and high-value vehicles in a controlled studio environment, including rare prototypes e.g.; 1993 McLaren F1 XP4 prototype and **CAR** Pininfarina museum pieces; emphasizing unique features through precise, compelling visual content.

Researched and verified provenance, historical significance and technical specifications for accuracy and integrity.

Revitalized outdated metadata workflows by introducing SEO-optimized image naming, captioning and digital standards previously absent, exceeding expectations through branding compliance, efficient publication, and zero-damage asset handling within tight timelines.

Demonstrated adaptability, rapid expertise development in automotive photography/research and meticulous handling akin to museum collections management : including removing specks of dust that would make the entire editing process come to a standstill if not noticed at the beginning.

Michael Desmond Productions | Commercial Photography Assistant | 2022 – 2023

Los Angeles, California

- **Pepsi Co.** - *Pop Corners : Breaking Bad*
- **Pepsi Co.** - *Womens World Cup*
- **Pepsi Co.** - *Power of One*
- **Pepsi Co.** - *Back To NFL : UnRetirement*
- **Circle K** - *A Day at Circle K*

Managed comprehensive still photography support on location, including advanced lighting setups, equipment calibration, shot composition assistance, and real-time image review to meet PepsiCo's exacting standards for national broadcast and print ads.

Maintained utmost professionalism and discretion while working on sensitive, high-stakes sets, resulting in polished stills that enhanced PepsiCo's brand presence across digital, print, and television platforms.

Bureau of Land Management (Or. / Wa.) | Public Affairs Specialist : GS – 11 | 2022 - 2023

Portland, Oregon

Implemented advanced studio photography techniques in challenging remote locations, both 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 | Mass Communication Specialist | 2017 – 2021

Oahu, Hawaii

1st Place DMA Media Awards for 2017 *Picture Story*

1st Place for 2019 *Feature Photo*

Meticulously documented sensitive excavation sites, osseous and evidentiary materials using specialized forensic photography techniques, ensuring accurate representation for analysis and legal purposes across all phases of the excavation process. That could be used in a court of law.

Adapted studio lighting techniques in diverse, challenging field environments to capture clear, high-quality images.

Implemented a rebranding initiative that enhanced visual identity and achieved cost savings.

Excelled as a strategic communicator and project manager in international media relations, crisis communication, and community outreach, building strong stakeholder relationships to advance organizational goals.

EDUCATION :

Foothill Community College | 2021 - 2025

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

Masters of Photojournalism

Coursework in communications, photojournalism, photography, broadcast and digital journalism, design, sound, and documentary production.

Associated Collegiate Press Awards

1st Place 2018 *Collegiate Magazine Cover*

5th place 2018 *General News Photo*

