

## Profile

Dynamic 20-year career in the photography and design field with an emphasis on brand-right creative solutions. Effectively supply collateral for online services, such as Netscape, TV Guide Online, CompuServe, and WOW!. Provide content via galleries, articles, interactive games and promotional graphics. Maintain a wide network of creative resources knowledgeable in fulfilling a variety of design challenges. Advocate for new and original uses of the photographic material that promote the brand.

## Skills

- |                          |                                |                                    |
|--------------------------|--------------------------------|------------------------------------|
| • Art Direction          | • Web Page Design              | • Adobe Photoshop   Expert         |
| • People Management      | • Brand Development            | • Adobe ImageReady   Advanced      |
| • Project Management     | • Deadline Driven              | • Adobe Illustrator   Intermediate |
| • Detailed Communication | • Public Speaking/Presentation | • Adobe InDesign   Intermediate    |
| • Budget Management      | • Contract Negotiation         | • Microsoft Office   Expert        |

## Experience

**AOL, LLC (America Online),** Columbus, Ohio  
**Manager of Photography** (1999–2006)

1996-2006

- Manage a staff of six that produce an average of 120 images per day, delivering 56,000 annually.
- Consistently retain talented and loyal staff. Proactive coaching and mentoring that produced continuous positive performance year after year.
- Balance and deliver on a \$156,000 budget for the purchase of images for the services.
- Negotiate contracts creating preferred vendor agreements saving the company \$75,000 annually.
- Enforce global graphics standards that are deployed across all services.
- Deliver photo galleries for the service that generates 20 million impressions per week.
- Created a “super” photo gallery that can display 1000 feed and edited images per subject.
- Provide photos and graphics to a service that draws 22 million impressions daily.
- Negotiate deals with multiple vendors on a constrained budget.
- Responsible for all photographs and image based graphics on the Netscape, CompuServe, AIM and Wal-Mart services.
- Develop photo centric Flash technology-based games producing 4 million page views per week.
- Develop, deployed and managed a digital asset management system (Telescope.)
- Effectively protect the company from legal exposure, saving \$10,000 annually

**Manager, Imaging/Multimedia** (1997–1999)

- Managed overall creative development of Multimedia content for the online service and web sites.
- Determined tone, pace, goals and creative direction, with a staff of five.
- Supervised rights negotiations, license usage, and image editing and distribution.
- Ensured all creative deadlines for multimedia components and image content were met.
- Consistently brought in all editorial projects on time and under a tight annual budget.

**Lead Imaging Editor** (1996–1997)

- Built a photo department from the ground up for the WOW! online service.
- Recruited, trained and supervised a staff of four.
- Created, deployed and managed a web submission/retrieval system that increases productivity by 30%.

**MCI/NewsCorp. On-line (Delphi Internet);** New York, New York

1995–1996

**Assistant Photo Editor/Production Coordinator**

- Responsible for graphic content in the fashion sports and news areas of the service.

**Education**

**A.A.S.**, Photography, FASHION INSTITUTE OF TECHNOLOGY  
Win-Win Negotiations  
National Association of PhotoShop Professionals training  
Managing Conflict

**Affiliations**

America Society of Picture Professionals (ASPP)  
Picture Archive Council of America (PACA)

**References**

Available upon request.