

# JENNA N. KAPLAN

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## PHOTO EDITOR

Results-driven, creative, and versatile photography professional with a proven track record of photo selection, shoot production, editing, and research for diverse organizations and across various platforms, ensuring on time and on budget delivery of all projects and deliverables. Highly skilled at conveying messages and telling stories through effective photograph selection and editing. Experienced graphic designer with a background in developing marketing collateral. Adept organizer who creates and implements efficient, cost-effective archiving and tracking systems. Exemplary interpersonal skills used to interact and build partnerships with stakeholders, senior leaders, associates, vendors, and clients.

## AREAS OF STRENGTH

- |                            |                      |                                 |
|----------------------------|----------------------|---------------------------------|
| ✓ Photo Editing & Research | ✓ Project Management | ✓ Digital Photography           |
| ✓ Negotiations             | ✓ Social Media       | ✓ Retouching & Color Correction |
| ✓ Administrative Support   | ✓ Photo Licensing    | ✓ Problem Analysis & Resolution |

## PROFESSIONAL EXPERIENCE

**Story Worldwide**, New York, NY 5/2014 – 5/2015

### Assistant Photo Editor

- Ensured efficient and creative presentation photographs for RCI's Endless Vacation and Ventures magazines (combined print run >5 million) across print/digital/social platforms by assisting in photography development.
- Successfully researched and obtained imagery from PR sources and stock agencies for Beechnut, Bertolli, Purdue University, and multiple RCI projects.
- Priced and licensed images from photographers and stock agencies, attaining photo credit and caption information.
- Served as point person to photographers for photo shoot, ensuring production operated smoothly and efficiently.
- Developed and implemented a budgeting system to efficiently process invoices.
- Updated and maintained department contracts, releases, and photographer database.

**Safavieh Home Furnishing**, Port Washington, NY 6/2013 – 5/2014

### Assistant Graphic Designer & Production Associate

- Completed various creative projects, including designing wholesale catalogs, rug catalogs, collateral materials, evites, and logos for flash sales.
- Created client presentations and proposal layouts.
- Edited photographs, serving as point person for client retrieval.
- Redesigned and improved safavieh.com and safaviehome.com, continuously ensuring both websites operated smoothly, uploaded inventory, and addressed customer questions.

**School of Visual Arts**, New York, NY 7/2012 – 8/2012

### Intern, Charles Traub, MFA Photography Department Head

- Edited and organized layouts for books by collaborating with department head.
- Retouched and edited Traub's archived photographs from the 1950s-1970s for books and exhibitions
- Maintained extensive filing system of bank records for the Aaron Siskind Foundation.

**EIC**, New York, NY 7/2011 – 8/2011

### Photography Intern

- Served as photographer and team member for fully integrated digital agency, developing email marketing campaigns, search engine marketing campaigns, animations, digital designs, and brand development for clients.
- Composed EIC stock photography collection and photographs for clients' websites.

## EDUCATION & TRAINING

**Bachelor of Fine Arts, History Minor**, University of Michigan, Ann Arbor, MI 2013

**Photography & Design**, University of New South Wales, College of Fine Arts, Sydney, Australia 2012

**Photography & Fine Arts**, Studio Art Center International, Florence, Italy 2010

**Skills:** Adobe Photoshop, Illustrator, Bridge, Lightroom, InDesign; Final Cut Express; Microsoft Word, Excel, PowerPoint