

PROFILE

I am a focused creative, balancing administration with fine art, ready to bring new creativity and energy into your company. I am constantly building on and implementing new skills, I believe learning never ends. My ability to work well alongside others and anticipate client needs, coupled with my tenacity, result in high quality, detailed production.

EXPERIENCE

Photographer, Misha Velasquez Photography; Santa Cruz, CA — Jan 2013 - Present

- Responsible for managing all aspects of commercial photography business including marketing strategy, social media presence, and client satisfaction. *See portfolio.*

Media Marketing Specialist, Holden QiGong; Santa Cruz, CA — Sept. 2015 - April 2016

- Built ad campaigns, facilitated web design and brand development
- Produced strategic advertising using social networking, photo and video content. Drafted marketing copy. Managed photo, graphic and video development.

Photography Desk Editor, The California Aggie; Davis, CA — October 2013 - June 2014

- Presented weekly projects to associate staff member and clearly constructed big picture vision. Organized staff calendar, weekly meetings and client connections.
- Covered campus, city, and statewide events, photographing stories for all sections of the paper. Liaised with editors, reporters, and graphic designers to produce strong visual content for print and web editions, and printed regularly on A1
- Managed and critiqued photographers and their assignments.

Marketing Staff Photographer, Mount Hermon; Felton, CA — June-September 2013 - 2014

- Incorporated company mission, values, and objectives to branding and marketing tasks.
- Cataloged and managed large amounts of data, prioritized projects and stayed on top of pressing timelines.
- Pushed assignments through to completion, from start to finish, by encompassing group vision through teamwork and directional flexibility.

ACADEMIC QUALIFICATIONS

University of California, Davis– Undergraduate Class of 2015, Department of Communication
University of New South Wales, Sydney, Australia – Study Abroad, Minor in Studio Art

PROFESSIONAL SKILLS

- Creator of efficient, fast paced workflow that surpasses deadlines and expectations.
- Communicator, public speaker, and administrator.
- Professional Photographer | **SEO/SEM, Photoshop, Lightroom, Word, PowerPoint, Excel, iWork suite**