

ZOÉ ALEXANDER

Director – Commercial Photography & Videography

CONTACTS

P: 512 413 6026
E: zoe@zoealexanderphoto.com
Austin, Texas (*open to relocation*)
Linkedin.com/in/zoealexanderphoto/

KEY RESULT AREAS

Social Media Marketing
Location Scouting
Printing Production
Creative Vision & Direction
Storyboarding & Animation
Lighting & Sound Management
Project Management
Time & Budget Management
Negotiations & Liaison
Contract Management
Team Engagement
Digital Media Formatting
Talent Procurement

TECHNICAL SKILLS

Adobe Cloud - Creative Suite
Image Processing
Squarespace & Wordpress
Photoshop
MS Office Suite
Premiere Pro
After Effects
Capture One
Final Cut Pro X
KeyShot
GarageBand

PROFILE SUMMARY

Detail-focused, deadline-driven and seasoned Director with 20+ years' experience in commercial photography & videography, marketing and brand development across multiple industries. Delivers technical & creative solutions; achieved through exceptional client design consultancy. Takes projects from concept through to final product; liaising with multiple stakeholders to create professional and appropriate outcomes. High proficiency with Adobe Creative Suite, Photoshop and Adobe Cloud, paired with proven commitment to maintaining technical knowledge. Stays up-to-date with trends and emerging technology; continually improves efficiency and quality of work.

WORK EXPERIENCE

DIRECTOR OF COMMERCIAL PHOTOGRAPHY & VIDEOGRAPHY

Zoe Alexander Photo

Jan 2000 – Current

Founded and established the organization with key focus on spearheading commercial photography & videography projects; catered to clients from across advertising, media, fashion and branding agencies. Led a team of up to 10 staff, negotiated contracts, oversaw project management and attained financial objectives. Functioned as a Creative Director in concept & design of photo-shoots; handled editing, technical aspects and troubleshooting, as required.

Key Clients: The Harlem Globetrotters | Verizon | Nordstrom | Neiman Marcus | SCRUM Alliance | American Advertising Association | GSD&M | Amy's Ice Creams | The Source & M&V Magazines | Austin Business Journal | Houston Business Journal

- Promoted the brand and sourced business through social media marketing, internet advertising and networking. Liaised with diverse stakeholders to ensure seamless operations.
- Oversaw end-to-end processes, including, but not limited to, designing, procuring resources, engaging with stakeholders, production, editing and other post-production aspects.

SENIOR STUDIO PHOTOGRAPHER | MULTIMEDIA PRODUCER

Ascend Marketing

Jan 2016 – Dec 2019

Functioned as a single point of contact between production house and clients; oversaw end-to-end management of photography and videography assignments for key clients viz. Verizon Small Business (VSB), Acorda Therapeutics and MI7, to name a few. Utilized technical skills to produce animations, illustrations and designs; ensured effective promotion through social media marketing. Proved instrumental in sourcing additional business backed by impeccable performance and client satisfaction; spearheaded as the face of the organization to draft proposals, negotiate contracts and close business deals.

EDUCATION

Associate of Fine Arts in Art –
Certification in Visual
Communications; 2013 |
Business Management –
Radio, Television & Film; 1998
Austin Community College

CERTIFICATIONS

Certified Expert in
Photography & Photoshop
CC; *ELance.com, Since 2013*

PROFESSIONAL ASSOCIATION

Member; Professional
Photographers of America
(PPA) | American
Photographers of America
(APA)

Former Member; American
Institute of Graphic Arts
(AIGA) | Austin Advertising
Federation

LANGUAGES

English | Greek | Spanish

RESOURCES

Photography Portfolio:
www.zoealexanderphoto.com

Online Interactive Resumes:
<https://zoealexanderphoto.com/resume2020>
<https://zoealexanderphoto.com/ascend-gallery>
<https://zoealexanderphoto.com/golfsmith-gallery>
<https://zoealexanderphoto.com/spindle-360-gallery>

Video Producer Reels:
<https://zoealexanderphoto.com/video-producer-reel>
(password: ZAP2020)

AWARDS & HONORS

Refer Annexure

Key Projects | Content Management | Negotiation & Stakeholder Engagement

- Oversaw completion of 6 B2B campaigns for Verizon Small Business by producing 30+ YouTube videos in English & Spanish.
 - Produced original content in collaboration with contractors, production houses and clients. Ensured adherence to budget, legal aspects and branding guidelines.
 - Saved ~\$250K by ensuring in-house production. Gained 1M+ views on social media platforms throughout the duration of the campaigns.
- Produced and executed a 3-day photography coverage plan during the Acorda Therapeutics' annual symposium & workshops. Completed the project \$15K under budget.
 - Formulated original, marketable content highlighting the internal culture for the company; included 500+ head shots for the corporate employees' business cards, communications and catalogues.
- Utilized deft photography skills to avert overheads worth \$20K for outsourcing an external resource; produced a high quality, duplicate image of a medical device while adhering to branding guidelines.

STUDIO PHOTOGRAPHER | DIGITAL IMAGING SPECIALIST | VIDEO EDITOR

Golfsmith International

Jan 2012 – Dec 2014

Supported several critical projects in the domain of content creation, publishing, e-Commerce promotion and event management. Proved instrumental in producing quality content for several campaigns; liaised with diverse internal and external stakeholders, headed meetings, oversaw talent & location scouting and managed post-production aspects.

- 'Anything for Golf' Campaign; provided the statement of work, procured resources, liaised with advertising agency, collaborated with the Director of Creative Marketing and brainstormed storyboard concepts.
 - Produced 4 successful commercials within 3 months for both television and YouTube channel. Saved several thousands of dollars due to in-house production.
 - Received 1M+ social media views during the 6-month duration for the 2014 campaign of the Golfsmith YouTube channel. 2 of the videos also featured during the televised PGA Tour.
- Developed coverage material for the 2014 General Managers' 3-day Conference; developed a plan of action, directed an internal team and completed 5 feature videos to be presented on day-3 grand-finale.
 - Saved \$10K by conducting in-house animation and editing. Received a congratulatory recognition speech by the CEO and standing ovation by the guests and senior dignitaries.

PREVIOUS EXPERIENCE | ADDITIONAL AFFILIATION

Photographer/Videographer | Multi-Media Design Specialist;

The Creative Group | 2011 – Current

The Creative Circle | 2017 – Current

Vitamin Talent | 2017 – Current

Freelance Photographer; American Advertising Federation (AAF) | 2010 – Current

Director of Photography & Video; Spindle 360 | Jun 2019 – Aug 2019

Contracted Wedding Photographer; Eivan's Photography & Video | 2014 – 2016

Marketing Director | Office Manager; Devenir Aesthetics | Mar 2015 – Dec 2015

Front Office Manager | Medical Secretary; Plastic Surgery Center of Austin | Jan 2001 – Feb 2010

P: 512 413 6026
E: zoe@zoealexanderphoto.com
Austin, Texas *(open to relocation and/or remote)*
Linkedin.com/in/zoealexanderphoto/

ZOÉ ALEXANDER

Director – Commercial Photography & Videography

AWARDS & HONORABLE MENTION

Client: Zoé Alexander Photo

- Music Video Submission: “Nikki” by Violet Crush
- 2017 Videographer Awards | Distinction Award: Best Music Video; Best Direction; Best Editing

Client: Acorda Therapeutics | Campaign: The Many Faces of OFF: Brenda’s Story

- GDUSA: 2017 GDUSA Health + Wellness Design
- The Communicator Awards 2017 Award of Distinction: Content & Marketing-Community Building & Engagement
- The Stevie Awards 2017 | Silver: Facebook Page | Bronze: Facebook Video
- The Lovie Awards 2017 Shortlisted for Best Education & Discovery and Best Social Video Series
- Hermes Awards 2017 Gold | Facebook Video: Brenda | Honorable Mention: Facebook Page
- Webby Awards 2017 | Webby Honoree: Social: Health & Fitness
- AVA Digital Awards 2017 | 5 Platinum: On-camera talent; Interactive Brand Experience; Facebook Overall; Informational; Graphics | 8 Gold: Videography; Editing; Motion Graphics; Microsite; Medical External; Directing; Social Media Site; Facebook Engagement

Client: Golfsmith International

- GDUSA: 2014 American In-house Design Awards (selected among 4.5K entries) | 1st Position: Golfsmith holiday gift card design | 1st Position: Golfsmith “AdjustAbility” direct mailer design
- 2014 Golfsmith International General Manager Conference | 2014 Honorable recognition for outstanding video production (view the Roaming Reporter [video](#))