

Katarzyna Bacon

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PROFESSIONAL SUMMARY

Digital Asset Management (DAM) professional and Photo Editor with 19 years of experience managing digital asset libraries, metadata workflows, asset ingestion, and visual content operations across media, marketing, entertainment, and nonprofit organizations. Experienced in maintaining repositories of 15,000+ assets, applying metadata and taxonomy standards, conducting quality control reviews, managing image rights and licensing, and supporting cross-functional creative teams. Proficient in Adobe Experience Manager (AEM), CMS platforms, metadata governance, and workflow optimization. Known for strong attention to detail, process improvement, and maintaining highly organized, searchable asset libraries. Fluent in English and Polish.

CORE SKILLS & TOOLS

- **Digital Asset Management:** WordPress, CMS Platforms, Asset Ingestion, Asset Lifecycle Management
- **Metadata & Governance:** Tagging, Keywording, Taxonomy, IPTC Standards, Rights Management
- **Content Operations:** Asset Uploads, Metadata Updates, Quality Control, Content Audits
- **Adobe Creative Suite:** Photoshop, Lightroom, Bridge, InDesign
- **Software & Collaboration:** Mac, Microsoft Office, Google Workspace, Documentation, User Support, Workflow Optimization

PROFESSIONAL EXPERIENCE

Digital Asset Consultant & Family Care Sabbatical, 2022 – present

Sunnyhill Adult Care (Family-Owned Business), Scottsdale, AZ

- Elected an intentional career sabbatical to manage family care priorities while maintaining active, part-time visual content and digital workflow operations for our family adult care business
- Serve as webmaster and digital asset administrator, maintaining the repository of brand imagery, localized marketing content, and internal web workflows.

Sr. Photo Editorial Manager/Digital Asset Management (DAM) Lead, 2017 – 2020

Consumertrack Inc. (gobankingrates.com), El Segundo, CA

- Supported daily DAM operations, including asset ingest, bulk uploads, metadata updates, file naming conventions, content audits, and documentation
- Managed a digital library of 15,000+ assets, improving searchability and content accessibility
- Conducted quality control reviews and metadata audits to ensure compliance with governance standards
- Produced promotional photo shoots and directed creative assets for seasonal campaigns
- Implemented KPI tracking and performance reviews to improve team productivity
- Negotiated stock image contracts, reducing annual licensing costs by 20%

Manager of Programs and Events, 2012 – 2017

Los Angeles Center of Photography, Hollywood, CA

- Supervised and mentored 60+ photographers through training and work-study programs
- Planned and executed gallery events, workshops, and photoshoots with renowned photographers
- Curated exhibitions and developed marketing materials supporting event promotion
- Managed social media content, contributing to a 30% increase in attendance

Freelance Photo Editor (Events), 2016 – 2018

Getty Images, Los Angeles, CA

- Edited, tagged, and processed high-volume event photography under strict deadlines (Oscars, Emmys, red carpet)
- Delivered fully captioned and metadata-tagged images for editorial distribution

Contributing Photo Editor, Photographer (Contract), 2012 – 2016

California Wedding Day Magazine, Los Angeles, CA

- Managed and edited digital assets for print and online publications
- Retouched editorial and advertising imagery in collaboration with the Art Director
- Consistently met production and publication deadlines

Managing Photo Editor, 2006 – 2012

Yahoo! Inc., Santa Monica, CA

- Built and managed the Yahoo! TV & Movies photo department
- Led a team of five editors and designers supporting daily content publishing
- Sourced, uploaded, tagged, and managed rights for 20,000+ digital assets annually
- Maintained metadata standards and archive organization to support content retrieval
- Created visual packages and branded slideshows for major entertainment events

Photo Editor / Production Artist, 2004 – 2006

E! Entertainment/E!Online, Los Angeles, CA

- Managed photo workflows and CMS publishing for online editorial content
- Maintained digital archives, metadata records, and image rights compliance
- Produced graphic packages for award shows and special events

Senior Graphic Designer, 2002 – 2004

Keylin Inc., Los Angeles, CA

- Produced a 400-page product catalog featuring 10,000+ items
- Designed print advertising for trade publications
- Maintained company websites and prepared digital assets for production

EDUCATION

B.F.A. in Photography / Minor in Communications – Arizona State University

Photographic Studies – The Royal Photographic Society / University of Bath (UK)

Continuing Education – Los Angeles Center of Photography

OTHER PROJECTS AND INVOLVEMENT

Donating Photographer, LACP Gala and Fundraiser

Owner of Kasia Czerski Photography, 2001 – 2016

Gallery Showing of Lifestyles in Guatemalan Villages, 2004