

Katarzyna Bacon

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PROFESSIONAL SUMMARY

A Photo Editor with 19 years production and management background in arts, news, pop culture, & marketing. 10+ years' experience as a photographer for web, print, product and consumer needs. Knowledge and understanding of the entire content process from conception to production to distribution.

QUALIFICATIONS

- Digital Asset Management/Librarian DAM experience (AEM, WordPress, internal CMS)
- Skilled in Adobe Creative Suite (Lightroom, Photoshop, Bridge, InDesign)
- Extensive knowledge of online stock photo rights & clearance and contracts
- Microsoft Office Suite (Word, Excel, Outlook)
- Producing and organizing photo shoots
- Photo editing and research expertise
- Project management experience
- SEO/Paid Search/social media
- metadata, tagging, keywording

WORK HISTORY

Operations Manager, family business, 2021 – present

Sunnyhill Adult Care Inc. Scottsdale, AZ

- Manage daily operations, including budgeting, marketing and resource allocation
- Liaise with facility staff, residents and their families/representatives
- Webmaster and photo asset manager

Sr. Photo Editorial Manager, 2017 – 2020

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

- Managed 3 photo editors in a fast-paced content creation workflow
- Set up quarterly performance reviews to track progress against goals and define targets (KPI)
- Supported multiple teams in photo selection for editorial, sales, media & social campaigns
- Produced and directed promotional photoshoots for seasonal marketing campaigns
- Coordinated with multiple teams to build visual brands for content
- Maintained photo assets, license and permission libraries in DAM system
- Negotiated contracts with photo stock agencies

Manager of Programs and Events, 2012 – 2017

Los Angeles Center of Photography, Hollywood, CA

- Managed 60+ work-study photographers
- Handled logistics for photo shoots, gallery events and workshops
- Mentored work-study photographers to advance their skill sets
- Assigned work-studies to assist workshops with world renowned photographers
- Provided work-studies with job opportunities in the field of photography
- Helped to build a more inclusive photo community in Los Angeles County
- Assisted in photo gallery curation for openings
- Created graphic ads for promotion and advertising
- Maintained social media

Freelance Photo Editor, 2016 – 2018

Getty Images, Los Angeles, CA

- Edited photos on location at events (ie Oscars, Emmys)
- Metadata tagging
- Worked closely with photo and editorial teams
- Delivered against tight deadlines

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

California Wedding Day Magazine, Los Angeles, CA

- Management of digital assets from wedding vendors and venues
- Retouched and edited photos for print and web publication
- Worked closely with art director
- Delivered against tight deadlines

Managing/Senior Photo Editor, 2006 – 2012

Yahoo! Inc., Santa Monica, CA

- Established the Yahoo! TV & Movies photo department
- Developed the Entertainment division's photo quality guidelines
- Collaborated with developers to create master Editorial CMS/DAMS
- Managed 5 staff members ranging from photo editors to graphic designers
- Sourced and organized photos for the Entertainment division
- Updated daily editorial content
- Built promotional slideshows for sales initiatives
- Liaise with editors on anchor events (Emmys, Oscars, Golden Globes, etc)
- Cultivated relationships with third party photo providers

Photo Editor and Production Artist, 2004 – 2006

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

- Maintained photo needs for various daily/weekly sections and features
- Helped maintain photo/research archives
- Worked closely with copy editors, producers and publicists
- Completed various annual assignments such as award show packages
- Supervised online rights and clearances
- Produced daily graphic images for art department
- Daily use of CMS system to push graphics live

Senior Graphic Designer, 2002 – 2004

Keylin Inc., Los Angeles, CA

- Created and produced a 400-page catalog featuring over 10,000 items
- Graphics design work for all company advertisements in the "Swimsuit Journal" and "Apparel News" trade publications
- Scanned, retouched and edit images using Photoshop and Pagemaker
- Created and maintained the 3 company websites

EDUCATION

Los Angeles Center of Photography, continuing education
Arizona State University, B.F.A. Photography, 2001
The Royal Photographic Society and University of Bath, England, 1999

OTHER

Donating Photographer, LACP Gala and Fundraiser, 2014
Gallery Showing of Lifestyles in Guatemalan Villages, 2004

Owner of Kasia Czerski Photography, 2001 – 2016
Fluent in English and Polish languages