

SERENA WILLIAMSON

PHOTOGRAPHER | PHOTO EDITOR

www.serena-williamson.com

EXPERIENCE

PHOTOGRAPHER: Serena Williamson Photography (AZ/CA), 2006 – present

- Product, Documentary, Stock and Editorial Photography and Styling.
- Editing and Retouching using Adobe Lightroom CC and Photoshop CC.
- Create, update and manage Website, Blog and Social Media with new content.
- Consult and Collaborate with clients to create quality, detailed and vibrant imagery.

PHOTOGRAPHER: Sage Goddess (Torrance, CA), 2016 – 2017

- Product, Portrait and Stock Photography of a variety of items including gemstones, candles, perfumes, handmade bath salts, sage bundles, and specialty beauty products.
- Photo, Prop and Floral Styling, as well as, Concept and Content Creation for Facebook, Twitter, Instagram, Pinterest, Etsy and Website.
- Set-up/Tear-down of sets for photo and video shoots.
- Editing and Retouching using Adobe Lightroom CC and Photoshop CC.

SENIOR PHOTO EDITOR: Fotofafa (Fullerton, CA), 2010 – 2016

- High volume editing using Adobe Lightroom and Photoshop CC.
- Intensive retouching including compositing and removal of people and objects.
- Cropping/straightening/resizing digital images maintaining specification guidelines.
- Assist new and potential clients create custom styles for their images.
- Designed and built album templates using Adobe InDesign CC.
- Lead training seminars for new editors.
- Developed wiki and training materials for new hires and reference purposes.
- Developed and designed materials for internal resources, marketing, web social media.
- Performed as "Live Editor" at the Airplanes & Blazers Event at WPPI in Las Vegas, NV.
- Performed as "Live Editor" at the Cream Event in Los Angeles, CA.

POST-PRODUCTION TECHNICIAN: DigMyPics.com (Mesa, AZ), 2007 – 2008

- Converted assorted media (film, slides, prints) using Epson Software into a digital format.
 - Organized and named files according to client specifications.
 - Quality Control: Checked for any errors during scanning process.
(Digital ICE, confirmation of correct image size and file type)
 - Batch processing of high volume of images using Adobe Photoshop.
(Exposure and Color adjustments)
 - Retouching and Restoration of damaged media.
 - Photographed stock imagery of materials and employees for website.
 - Customer service oriented: including phones, email and assisting walk-in customers.
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EDUCATION

BACHELOR OF FINE ART: Arizona State University (Tempe, AZ), 2002 – 2006

- Emphasis in Fine Art Photography
 - Graduated Magna Cum Laude
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SKILLS

TECHNICAL: Photography, Styling, Content Creation, Photo Retouching/Editing, Image Manipulation, Color Correction, Blogging, Social Media, Post Production, Content & Digital Asset Management, Studio Lighting, SEO, SEM.

SOFTWARE: Adobe CC, Digital Cameras (Canon, Nikon, Fuji, Sony), Photo Mechanic, Final Cut Pro, Capture One, FTP, WordPress, Epson Scan & Print, Microsoft Office.