

# CHRISTINE REILLY PRODUCER & DIRECTOR

## CONTACT

646-269-0711  
christine@reilypictures.com  
www.reilypictures.com  
www.goodvibesonlycorp.com  
linkedin.com/in/reilypictures

## SKILLS

Leadership  
Cross Team Collaboration  
3D Production  
AI Development  
Photo & Video Production  
Photo & Video Direction  
On-Set & Remote Production  
On-Set & Remote Direction  
E2E Project Management  
Studio Management  
Team Management  
Staff Development  
Mentoring/Coaching  
Process Improvement  
Creative Development  
Art Direction  
Content Creation  
Ideation  
Multitasking  
Data & Analytics  
Digital Asset Management  
Budget Management  
Negotiation  
Social Media  
Print & Digital Media  
Adobe Ps, Id, Pr, Ai, Br  
Keynote  
Cumulus, Canto  
Quickbase  
ShotGrid  
CaptureOne

## EDUCATION

Kutztown University  
BFA: Photography  
magna cum laude

## WORK

### WAYFAIR

**Global Brand Producer** | 2/2023 - present

- Effectively lead a production team creating 3D imagery, photography, and video for omni-channel content for Wayfair North America, Europe plus specialty retail brands; AllModern, Birch Lane, and Joss & Main
- Strengthen cross-functional collaboration between Creative Ops, Demand Planning, Studio, Catalog, Merch and Production teams, resulting in upfront alignment, streamlined workflows, and increased efficiency
- Spearheaded the development and integration of both an agility pipeline and scripts to support ad hoc projects resulting in minimizing resources, reducing TAT and cost while ensuring seamless production
- Contributor to the AI pipeline development team

**Sr. Brand Producer, Joss & Main** | 1/2021 - 1/2023

- Planned, resourced, and produced omni-channel marketing content including retail and PDP
- Ensured photography and 3D imagery production supported and elevated the story of the brand
- Managed timelines, strategy, goals, communication and deliverables for cross-functional partners
- Implemented production efficiencies by developing comprehensive process documentation and ensuring consistent alignment, enabling creative excellence and driving creative ROI at scale
- Additionally, led the end-to-end production development and optimization of influencer marketing campaigns, video campaigns, and produced the brand's end-to-end print and digital catalogs

### GVO

**Founder & Executive Producer** | 8/2019 - present

Full service creative production from consult to product *Clients: Trader Joe's, 10Ten Media x Hearst, This Old House, XFL, Prism Health, WKND Nation, GreenScreens, Devils River Whiskey x Dave Baustista*

### WWE

**Photo Director, Digital & Social Media** | 2/2012 - 8/2019

- Crafted compelling and engaging original content to drive WWE to reach 1 billion followers
- Led the creation of award-winning work in support of initiatives, partnerships and campaigns
- Elevated and evolved brand aesthetics, propelling growth in company-wide photo standards
- Multi-platform digital storytelling, content production, on-set direction, budget owner, and post-production lead
- Managed photo, design, social, video, production and editorial staff creating daily and featured content

**Photography Director, Print & Digital Magazines** | 2/2007 - 2/2012

- Collaborated with Creative Director to revamp the magazine's visual identity and improve department workflow
- Drove higher standards of photography through hiring top creatives, retouchers and digital artists
- Coordinating producer of original video content for magazine app

### EMAP

**Photography Director** | 10/2005 - 12/2006

- Produced and directed celebrity cover and feature photo shoots for the US edition of FHM magazine
- Coordinating producer and director of BTS video content including interviewing talent

**Photo Editor** | 4/2005 - 10/2005

**Associate Photo Editor** | 4/2003 - 4/2005

**FLATIRON MAGAZINE Associate Managing Editor** | 2002 - 2003

**AKTIVIST MAGAZINE Producer & Staff Photographer** | 2000 - 2001

**D'ARCY ADVERTISING Junior Art Director** | 1999 - 2000

## PROJECTS

**Trader Joe's** | Creative Consulting, Design, Printing

**Devils River Whiskey x Dave Bautista** | Creative Production, Direction

**This Old House** | Creative Consulting, Photo Production

**10Ten Media x Hearst** | Photo Research

**Prism Health** | Visual Identity, Package Design

**Wknd Nation** | Creative Consulting, Talent Resourcing, Production

**GreenScreens** | Creative Consulting, Content Creation, Production, Illustration, Video Editing

**XFL** | Photo Art Direction, Line Production, Post-Production Coordination, Creative Consulting

**Nom Wah Tea Parlor x Adam Lucas capsule collection** | Creative Production, Photo Direction

**Everybody Loves Our Town: An Oral History of Grunge (Time)** | Photo Research, Editing

**Spiegel & Grau: Beastie Boys Book (New York Times Bestseller)** | Contributing Photographer

**Oscilloscope/THINKFilm: Awesome; I F\*ckin' Shot That! (Sundance)** | Principle Camera Operator

**Audition (Manchester Film Festival)** | Associate Producer

**Surplus Candy: Market Surplus, Surplus Candy LA, Surplus Candy VR** | Consultant, Photographer

**Ronda Rousey: Fight Like A Girl mural** | Creative Producer, Visuals Director

**GVO 189** | Owner & Manager of Gallery, Pop-Up & Studio Production Space

**The One Club for Creativity: ADC 97th Annual Awards** | Photo Juror, Awards Presenter

**The One Club for Creativity** | Creative Leaders Retreat, HAATBP Portfolio Reviewer

**RIT** | Guest Professional for Production Photography Class, Portfolio Reviewer

**Summit Workshops** | Guest Speaker for The Art of Photo Editing with Brad Smith

**Wayfair Mentorship Program** | Mentor

**Society of Publication Designers (SPD) Mentorship Program** | Mentor