

CHRISTINE REILLY PRODUCER & DIRECTOR

CONTACT

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

WORK

WAYFAIR

Global Brand Producer | 2/2023 - present

- Effectively lead a production team creating 3D imagery, photography, and video for omni-channel marketing and creative content for Wayfair Europe and 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, minimize resources, reduce TAT and cost while ensuring seamless production

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

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

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

SKILLS

Leadership
Cross Team Collaboration
3D Production
AI Pipeline 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