

CHRISTINE REILLY PRODUCER & DIRECTOR

CONTACT

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SKILLS

Leadership
Cross Team Collaboration
Photo & Video Production
Photo & Video Direction
On-Set & Remote Production
On-Set & Remote Direction
Project Management
Studio Management
Team Management
Staff Development
Mentoring
Process Improvement
3D Imagery Production
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
CaptureOne

EDUCATION

Kutztown University
BFA: Photography
magna cum laude

WORK

WAYFAIR

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

- Plan, resource and produce omni-channel lifestyle content for Wayfair's stand alone brand, Joss & Main
- Ensure photography and 3D imagery production is supporting and elevating the story of the brand
- Manage timelines, strategy, goals, communication and deliverables for cross-functional partners
- Implement production efficiencies to enable creative excellence and drive creative ROI at scale

GVO

Founder & Executive Producer | 8/2019 - present

- Full service creative production from consult to product
Trader Joe's, 10Ten Media x Hearst, This Old House, Prism Health, WKND Nation, XFL, 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, and post-production lead
- Managed photo, design, social, video and editorial staff producing daily and featured content

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

- Collaborated with CD 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 Researcher, Editor

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 CMBP Mentorship Program | Mentor