

# CHRISTINE REILLY PRODUCER & DIRECTOR

## CONTACT

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## SKILLS

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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

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Kutztown University  
BFA: Photography  
magna cum laude

## WORK

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### 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

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**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