

CHRISTINE REILLY PRODUCER & DIRECTOR

CONTACT

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SKILLS

Leadership
Cross Team Collaboration
3D Production
AI Production
Photo Production & Direction
Video Production & Direction
On-Set & Remote Production
End-to-End Project Management
Studio Management
Team Management
Staff Development
Mentoring & Coaching
Process Improvement
System Design
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
Canto
Orange Logic
Quickbase
ShotGrid/Flow
CaptureOne
Airtable
Runway

EDUCATION

Kutztown University
BFA: Photography
magna cum laude

EXPERIENCE

WAYFAIR

Global Creative Producer | 2/2023 - present
Sr. Brand Producer, Joss & Main | 1/2021 - 1/2023

Leads teams in creating video, photography, social media, PDP, AI, and 3D assets for omni-channel marketing, supporting specialty and luxury retail brands AllModern, Birch Lane, Joss & Main and Perigold, as well as high-profile Wayfair brand partnerships and international campaigns for Wayfair EU. Primary point of contact for brand stakeholders, cross-functional teams, and external agencies, overseeing contracts and ensuring upfront alignment on creative vision, strategy, and technical execution. Develops and implements production guidelines and design systems to maintain consistency across in-house teams and external vendors. Manages multi-million dollar brand budgets, forecasting expenditures and maximizing resources to drive impact. Partners with finance and accounting to create budget tracking systems for monthly cost tracking, ensuring financial transparency and operational efficiency. Continuously refines SOPs and workflows to drive creative excellence, scalability, and creative ROI across all channels. Drives AI pipeline development to enhance production and automation.

GVO

Founder & Executive Producer | 8/2019 - present

Full service creative production from consult to product. Clients: Trader Joe's, LifeWear, Devils River Whiskey, XFL, 10Ten Media, Hearst, This Old House, Prism Health, GreenScreens

WWE

Photo Director, Digital & Social Media | 2/2012 - 8/2019
Photography Director, Print & Digital Magazines | 2/2007 - 2/2012

Directed the creation of compelling multi-platform content that expanded WWE's reach to 1 billion followers, working directly with WWE talent to produce dynamic imagery and storytelling-driven campaigns. Strategically mapped out content plans while ideating, producing, and art directing award-winning campaigns and brand initiatives. Elevated the brand's visual identity by establishing higher photo standards company-wide. Led the photo team and oversaw creative operations across design, social media, video, production, and editorial to deliver high-impact content. Managed budgets, post-production, and production workflows. Partnered with the SVP and VP Creative Director to redefine aesthetics across all platforms, leading photo direction for the website redesign and the launch of revenue-generating content verticals, the flagship app (18M downloads), and WWE Network's OTT streaming experience. Collaborated with the Digital Workflow Director to develop DAM structure and processes, optimizing asset organization and accessibility. Founded in-house social media archives.

EMAP

Photography Director | 10/2005 - 12/2006
Photo Editor | 4/2005 - 10/2005
Associate Photo Editor | 4/2003 - 4/2005

Produced and art directed high-profile talent cover, feature, and still life photography for the U.S. edition of FHM magazine. Primary liaison between the magazine and talent PR, overseeing everything from concept development to production logistics. Directed and interviewed talent for BTS video content, amplifying brand visibility across digital platforms and PR campaigns. Partnered with editorial and design teams to produce and source compelling visuals for entertainment, health, product, and fashion features. Managed production budgets, negotiated licensing with agencies, and coordinated retouching.

NOTABLE CREATIVE PROJECTS

Trader Joe's | Creative Consulting, Design, Printing
Devils River Whiskey (Dave Bautista partnership) | Creative Development, Production, Direction
This Old House | Creative Consulting, Photo Production
10Ten Media x Hearst | Photo Research
LifeWear (Wknd Nation) | Creative Development, Talent Resourcing, Production
GreenScreens | Creative Development, 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, WAATBP Portfolio Reviewer
RIT | Guest Professional for Production Photography Class, Portfolio Reviewer
Summit Workshops | Guest Speaker for The Art of Photo Editing with Brad Smith
Society of Publication Designers (SPD) Mentorship Program | Mentor
Society of Publication Designers (SPD) 7th & 8th Annual Portfolio Review | Portfolio Reviewer
Wayfair Mentorship Program | Mentor
Focus on Women | Portfolio Reviewer