

CHRISTINE REILLY PRODUCER & DIRECTOR

CONTACT

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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 photo, video, social, PDP and 3D assets for omni-channel marketing content for specialty and luxury retail brands AllModern, Birch Lane, Joss & Main, Perigold
- Primary point of contact for brand stakeholders and cross-functional partners to ensure upfront alignment of the creative vision and strategy, technical proficiency, and process optimization
- Establish guidelines and design systems for production consistency with in-house partners and external vendors
- Manage and forecast multi-million dollar production budgets for the specialty retail brands' Creative Studio
- Spearheaded the development and integration of an agility pipeline and scripts to support unforecasted projects; minimizing resources, reducing turnaround time and costs

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, XFL, LifeWear, Devils River Whiskey, 10Ten Media x Hearst, This Old House, Prism Health, 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
- Produced and art directed award-winning creative 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 (Dave Bautista partnership) | Creative Development, Production, Direction

This Old House | Creative Consulting, Photo Production

10Ten Media x Hearst | Photo Research

Prism Health | Visual Identity, Package Design

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, 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