

# CHRISTINE REILLY

Strategic & Empathetic Creative Production & Operations Leader

## CONTACT

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## PROFESSIONAL PROFILE

Creative and operations-focused production leader with deep expertise in photo, video, 3D, and AI ecosystems. Skilled in building workflows, aligning cross-functional teams, and developing scalable production systems that improve efficiency, quality, and creative output, with a calm, strategic approach to leadership. Known for delivering high-volume, multi-brand content while driving continuous operational improvement.

## EXPERIENCE

### WAYFAIR

**Global Creative Producer** | 2/2023 - present

**Sr. Brand Producer, Joss & Main** | 1/2021 - 1/2023

Lead production strategy and execution across photo, video, 3D, AI, and talent and brand partnerships for Wayfair North America, supporting specialty and luxury retail brands including AllModern, Birch Lane, Joss & Main, and Perigold. Central partner to in-house creative, brand, and marketing teams, as well as external agencies and production partners, driving creative development, planning, and execution.

- Designed and implemented standardized production systems adopted across the Wayfair LLC brand portfolio.
- Improved cross-functional collaboration by implementing alignment frameworks and workflow redesign.
- Co-built budget and cost-tracking systems with analytics leads, strengthening accuracy, visibility, and decisions.
- Developed AI-assisted asset creation and workflow tools to increase efficiency, scale, and reduce manual effort.
- Created and continuously refined creative-led production and GTM strategies, operating models, and production logistics to improve efficiency, optimize budgets, and maximize creative ROI.

### GVO

**Founder + Executive Producer** | 8/2019 - present

Founder of a full-service creative production company delivering photo, video, design, and brand storytelling solutions for CPG, retail, entertainment, and lifestyle clients including Trader Joe's, Devils River Whiskey x Dave Bautista, XFL, Hearst, LifeWear, Prism Health, GreenScreens, 10Ten Media, Nom Wah Tea Parlor x Adam Lucas, and This Old House.

### WWE

**Photo Director, Digital + Social Media** | 2/2012 - 8/2019

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

Directed the creative and operational direction of WWE's global photo ecosystem, supporting the brand reaching over 1B followers. Led talent-driven content from concept and content planning through final delivery, providing creative production leadership, editorial storytelling, and visual standards to shape the company's global identity.

- Established company-wide photo standards, elevating brand consistency across digital, social, print, and broadcast.
- Built DAM structure and metadata systems that improved asset searchability, workflow, and cross-team alignment.
- Photo lead for the flagship WWE App (18M downloads) and the launch of WWE Network's streaming platform.
- Led teams of creatives, editors, and production staff while ensuring seamless operations across departments.

### EMAP

**Photography Director** | 10/2005 - 12/2006

**Photo Editor** | 4/2005 - 10/2005

**Associate Photo Editor** | 4/2003 - 4/2005

Produced and art directed cover, feature, and still-life photography for the U.S. edition of FHM, leading visual storytelling across entertainment, fashion, health, and product content. Served as the primary partner to editorial leadership and talent PR, overseeing concept development through production execution.

- Managed photo and video productions, including planning, on-set art direction, and post-production delivery.
- Directed talent interviews and BTS video content, extending brand reach across digital and PR channels.
- Managed production budgets, licensing negotiations, and post-production workflows.

## SELECTED CREDITS & INDUSTRY LEADERSHIP

### CREATIVE + EDITORIAL WORK

*Everybody Loves Our Town: An Oral History of Grunge* (Time, Book of the Year) — Photo Research + Editing

*Beastie Boys Book* (Spiegel & Grau, NYT Bestseller) — Contributing Photographer

*Awesome; I Fckin' Shot That!* (Oscilloscope/THINKFilm, Sundance) — Principal Camera Operator

*Audition* (Manchester Film Festival) — Associate Producer

*Surplus Candy* (Activations: Market Surplus, LA, VR) — Creative Consultant + Photographer

*Ronda Rousey Fight Like A Girl Mural* — Creative Producer + Visuals Director

*GVO 189* — Owner & Manager, Gallery/Pop-Up/Studio Production Space

### LEADERSHIP, MENTORSHIP + SPEAKING

The One Club for Creativity — ADC 97th Annual Awards Juror + Presenter; WAATBP Portfolio Reviewer

The One Club for Creativity — Creative Leadership Retreat

Rochester Institute of Technology (RIT) — Guest Professional, Production Class & Portfolio Reviewer

Society of Publication Designers (SPD) — Mentor + Portfolio Reviewer

Focus on Women — Portfolio Reviewer

Summit Workshops — Guest Speaker

Wayfair Mentorship Program — Mentor

## CORE CAPABILITIES

Creative Production Leadership  
Operational Creative Strategy  
Cross-Functional Leadership  
Photo/Video/3D/AI Production  
Workflow Architecture  
Process Optimization  
Budgeting + Forecasting  
Vendor + Talent Management  
Data-Driven Decisions  
Agreements + Contracts  
Art Direction  
Production Software  
Workflow Tools  
AI Tools

## EDUCATION

BFA, Photography  
Kutztown University  
*magna cum laude*