

Christine Reilly is an NYC based photo producer and director who is passionate about storytelling and crafting authentic and meaningful creative content. Creator of multi-platform original creative content from ideation to product in support of initiatives and brands. She is a resourceful creative with great attention to detail and the drive to ensure work is consistent, on-brand and engaging. With in depth knowledge of the creative development process and experience across all types of creative projects, Christine is able to both create content and streamline creative operations and processes.

Her work elevates and evolves brand aesthetics. For over a decade, she led the creation of multi-platform content for WWE from ideation to product in support of initiatives, partnerships and the brand. She's a photography director who immerses herself entirely in being a leader. She elevated WWE's editorial photography then consulted across the brand's entire photo ecosystem; digital, social, marketing, product, OTT, TV, apps, games, music. She invested in driving engagement and delivering compelling visuals to WWE's 1 billion followers. Her work has a point of view and a clear visual distinction that is recognizable.

Christine is a remote production specialist. She has virtually produced and directed shoots and content for 10+ years. For the past 5 years, she also remotely managed half of her direct reports between two offices while seamlessly project managing, producing and directing work with colleagues in remote offices globally. Being adaptable, implementing tech solutions to streamline workflow, and being an active communicator has led to her success in working remotely.

As an independent creative, Christine produces and directs a variety of projects as well as consults brands on creative talent sourcing and crafting their photo aesthetic. She's done work for the launches of Wear For Living, XFL, and the photo revamp of This Old House. She delivers on her client's needs by providing a calm atmosphere, thorough direction, and clarity on goals. She also helps organizations build teams, improve creative operations, processes and archives. Christine ran her own swing space in NYC for photo, TV and film productions and pop-up events. She was a guest professional for RIT's Production Photography class where she gave students an assignment and virtual critique. She's also an active member of The One Club for Creativity. She led the photo jury and was a presenter at their ADC 97th Annual Awards show, reviewed portfolios for HAATBP and attended their annual Creative Leaders retreat.

Christine loves adventure. She backpacked around Europe after college, landing in Warsaw where she started her career in advertising and publishing. She loves the challenge of exploring new places and activities; from running, biking and scuba diving to watching an in-person Space-X launch. When she's not living her best life out in the world, she enjoys sewing and cooking in her LES apartment.

Specializes in Remote Production (10+ years)
Photo/Video Production & Direction
PPE Production Supplies
Creative Talent Consulting
On Set Art Direction
Creative Development
Creative Services Consulting
Remote Team Management