

# CHRISTINE REILLY PRODUCER & DIRECTOR

## CONTACT

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## SKILLS

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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

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Kutztown University  
BFA: Photography  
magna cum laude

## EXPERIENCE

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### WAYFAIR

**Global Brand 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, and Joss & Main, 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

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**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