



Photographer Kristin Burns Baby Photo June 2007 - present

- In-home photo sessions for babies, children and families.
- Special series: the Little Dozen, a series of monthly photo shoots from birth onward.
- Portfolio at <http://kristinburnsbabyphoto.com>

Senior Photo Editor WeightWatchers.com September 2000 - June 2007

- Launch team for WeightWatchers.com
- Manage group of photo editors and production artists.
- Plan and direct photo and video shoots.
- Fine photo retouching including product, person and food photography.
- Lead photo art direction for website (content, marketing & eCommerce), print and company.
- Maintain photo calendars for US and international websites.
- Research and source stock photos and maintain photo asset management.
- Hired as freelance consultant 9/2000. Promoted to staff Photo Editor 3/2001. Promoted to Senior Photo Editor 7/2005.

Education

Syracuse University, Bachelor of Fine Arts 1995-1999

Graduate of College of Visual & Performing Arts, dual major in Film and Art

- Chancellor's Scholar and Dean's List
- Create short films - study filmmaking, editing, sound, videography and animation
- Study color theory, art history & theory, sculpture, painting and design

Pratt Institute, Photo Retouching 2001

- Advanced subtlety and control of Photoshop manipulation and retouching
- A focus on shadows, hair, extensions, and photo-compositing
- Assess and manipulate color, light and texture

Skills

Manage successful marketing, editorial, technical and advertising projects. Lead photo direction and teams. Expert in Photoshop/CS5, Outlook, Word, Excel, Mac/PC platforms, several CMS systems. Edit user-generated content. Quick and creative stock media research. Photographer in both digital and analog formats. Specialize in Canon DSLRs. Extensive stable of international photographers, creative freelancers, film crew & locations. Read and interpret analytics and traffic reports. Manage tight budgets.