

Rolf Sjogren

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Summary

Extensive curatorial & management experience in agency/archive, editorial & commercial photo editing, and on-set production shooting. Highly skilled in photo art direction, pre- & post-production, imagery-sourcing & selection for promotions & exhibits, creative team supervision and artist collaboration. Fluent in digital asset management, imagery s.e.o./social media strategy.

Experience

Photo Editor, Digital Media, 2017-present National Geographic Society

Curate imagery and secure repro rights for global nonprofit website, social media and print marketing. Art direct photo shoots targeting programmatic marketing needs. Advise photographers on content needs and photo production techniques. Advise designers & stakeholders for imagery selection. Assess Digital Asset Management systems & collaborate on long-term archiving strategy and rollout. Author blogs showcasing NatGeo archives and conservation research, education & exploration.

Senior Art Director, 2015-2016 Image Source

Collaborate with world-class photographers to develop their production activity and customized shoot ideas & strategy, supervise casting, styling, locations and shoot-narratives. Recruit & negotiate licensing-syndication contracts with new photographers.

Photo Editor (freelance), 2014-2017

Curate photo collections and select imagery for gallery exhibits, print sales, promotional projects, social media, stock. Clients: Paul Nicklen (National Geographic); Savannah College of Art & Design.

Director of Content Development, 2011-2015 Gallery Stock

Design, strategize and implement new product offerings, marketing & social network initiatives and SEO & asset management restructuring. Recruit and re-train photographers and photo archivists to procure targeted content. Collaborate with senior executives and supervise teams in implementing rapid growth strategy for startup syndication products.

Photo Editor & Brand Liaison, 2010-2011 Time Inc. Content Solutions/Chase

Strategize & curate imagery selection with design and editorial team for re-branded corporate/ consumer brochures. Negotiate licensing and retouch imagery. Client: Chase Ultimate Rewards.

Photography/Video Director (freelance), 2009-2011

Strategize, photograph and fulfill video and stills shoots targeting web-based lifestyle advertising.

Deputy Director of Photography, NY 2000-2009 Getty Images

Team-director of 12 art directors, photo editors and producers to create and bring to market award-winning commercial imagery. Concept, produce and art direct large-scale photo shoots & curate images generating over \$25 million estimated in sales revenue from 2001 through 2008, and supervise 5 other art directors, each with similar results. Collaborate with world-class photographers to customize their creative strategy. Represent world's largest photo agency to end-user customers in advertising and media.

Photo Editor, 1998-2000 Hearst Magazines/Country Living

Collaborated with Editor in Chief and Art Director for curating new photography in magazine re-design project. Ensured compliance with contracts and budgets, maintained artist relations, curated all existing-imagery content. Created in-house photo archive and supervised imagery global syndication.

Education - B.A., History, Oberlin College, Oberlin, Ohio