

# Rolf Sjogren

14 Horatio St. #14K New York, NY 10014

TEL 212-675-9890 MOBILE 347-386-6649

[rolfcom@gmail.com](mailto:rolfcom@gmail.com)

## Summary

Extensive creative and management experience in photo agency, magazine and on-set commercial shooting. High skill level in photo-shoot art direction, production and personnel supervision, advertising-photo editing and photographer collaboration.

## Experience

### **PHOTOGRAPHY/VIDEO DIRECTOR, RESNYC LLC 6/2009 - present**

Conceptualize, pre-produce, art-direct, photograph and market stock video and stills shoots targeting web-based lifestyle advertising.

### **DEPUTY DIRECTOR OF PHOTOGRAPHY, GETTY IMAGES, New York 5/2000 - 4/2009**

Manager of high-level team of art directors, a producer and digital imaging specialist, to create commercial imagery content. Directly responsible for creating and/or acquiring imagery assets generating over \$25 million estimated in sales revenue from 2001 through 2008, with 5 direct reports each responsible for equivalent revenues in addition. Art direct large-scale stock photo shoots (conceptualize shoot objectives, draft shoot briefs, select cast, select locations, collaborate with and direct wardrobe and grooming stylists, direct models on set, direct photographers' compositions and lighting). Work with world-class photographers to develop their shooting activity and unique shoot ideas, and collaborate in executing their productions. Represent world's largest stock photo company to customers in advertising and media. Co-supervise team of 4 photo editors.

### **PHOTO EDITOR, HEARST MAGAZINES 1998-2000**

Collaborated in re-design and re-branding of Country Living magazine. Oversaw photo shoot production/coordination, photo edited and researched and acquired all imagery content for nation's leading traditional home decorating magazine.

### **MANAGING EDITOR, FPG INTERNATIONAL, 1993-1998**

Managed team of 5 photo editors at leading photo agency, modernizing and rejuvenating imagery offering to prepare for acquisition by Getty Images in 1999. Art directed photo shoots in lifestyle, business and sport subject areas; developed photographers' investment in their shoots, bringing their annual revenues into seven-figures range.

## Education

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

## References

Available upon request.