

Rolf Sjogren

www.rolfsjogren.com
rolfcom@gmail.com tel. 347-386-6649

Summary

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

Experience

Freelance Photo Editor 2009-present

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

Senior Art Director & Photo Editor, *Image Source* 2015-2016

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

Director of Content Development & Photo Editor, *Gallery Stock* 2011-2014

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

Photo Editor & Branding Liaison, *Time Inc Content Solutions/Chase Bank* 2010-2011

Strategize with design and editorial team for custom-publishing imagery re-brand project for corporate/consumer promotional magazine/brochures. Research, select, deliver, license and color-proof imagery content. Client: Chase Ultimate Rewards.

Photography/Video Director, *Resnyc LLC* 2009-2011

Plan, photograph and distribute video and stills shoots targeting web-based lifestyle advertising.

Deputy Director of Photography, *Getty Images, NY* 2000-2009

Team manager of 12 art directors, photo editors, producers and retouchers to create and bring to market award-winning commercial imagery. Produce imagery assets generating over \$25 million estimated in sales revenue from 2001 through 2008, and supervise 5 other art directors with similar results. Concept, produce and art direct large-scale stock photo shoots. Collaborate with world-class photographers to develop their shooting activity and customized shoot ideas, and help execute productions. Represent world's largest photo agency to end-user customers in advertising and media.

Photo Editor, *Hearst Magazines/Country Living* 1998-2000

Responsible for production & quality for photo spreads in magazine. Collaborated with Editor in Chief and Art Director for new photography look in re-design project. Reinforced photo shoots' style-branding, recruited new photographers, ensured compliance with contracts and budgets, maintained contributor relations, photo-edited, researched and acquired all existing-imagery content. Created in-house photo archive and managed imagery syndication.

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