

# **Kristin Burns**

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## Objective

Photo director, team leader, photo shoot producer and photographer.

### Experience

Photo editor

Highlights include:

Time Inc., People Stylewatch •

Photo editor for People.com Style channel. Research, clear and edit celebrity and beauty photography for leading style website. Daily Hit or Miss gallery, shoppable galleries and deal photos. Weekly Trend, Faceoff and I Really Love My... feature galleries. Additonal research-based fashion photo galleries. Style coverage of Fashion Week and Awards Season.

Freelance

• Martha Stewart Living Omnimedia, Inc.

Lead team of photo editors at MarthaStewart.com. Brainstorming with technology, editorial and leadership teams. Set photo direction for replatforming of website. Source and organize photos from 20 years of magazine content and new digital projects. Test and perfect new CMS platform migration. Devise SEO-friend naming convention for and management of digital assets.

Wetpaint

Direct team for launch of television entertainment website. Create relationships with television network media press sites. Negotiate contracts with agencies and photographers. Design creative and fun photo illustrations.

#### • Frommers, Wiley Publishing

Source and digitize content for travel site Frommers.com from external, user generated and Frommers travel book photography. Coordinate between editorial and photo groups to find, select, clear and optimize images and ensure creation of SEO-friendly searchable assets within CMS system.

NBC, iVillage

Collaborate with full editorial staff on daily brainstorming of article ideas for iVillage.com. Source and optimize photography for launch of redesigned entertainment site. Reestablish relationships with television network press sites.

• **Reader's Digest** 

Launch team for PurposeDriven.com. Work with edit and community teams to brainstorm original content and integrate magazine assets to digital media. Set photo direction for article, slideshow and newsletter assets. Source both creative and user-generated media. Manage billing, credits and budget site-wide.

Time Inc., People

Research celebrity photography for Games portal for People.com. Lead photo producer for Celebrity Baby Blog. Team with editorial and photo groups to find, select, clear and optimize images.

### May 2010 - May 2011

October 2011 - present

March 2011 - October 2011

June 2007-present

#### March 2010 - May 2011

### July 2009 - August 2009

### January 2009 – June 2009

#### November 2007 - August 2008

#### 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	
<ul> <li>Chancellor's Scholar and Dean's List</li> <li>Create short films - study filmmaking, editing, sound, videography and animation</li> <li>Study color theory, art history &amp; theory, sculpture, painting and design</li> </ul>	
Pratt Institute, Photo Retouching	2001
<ul> <li>Advanced subtlety and control of Photoshop manipulation and retouching</li> <li>A focus on shadows, hair, extensions, and photo-compositing</li> </ul>	

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.