

# Casey Richardson

Portfolio: [explorophile.com](http://explorophile.com)  
LinkedIn

Email: [casey@explorophile.com](mailto:casey@explorophile.com)  
Phone: +1 (435) 224-3134

## SUMMARY

Photographer and Editor with 10+ years of experience leading the direction, production, lighting, editing, and management of a diverse set of photography campaigns, teams, and projects. Expert understanding of photography techniques and confidence in studio lighting and technical support, color management, with advanced knowledge of Capture One.

## SKILLS

- **Creative:** Art & Creative Direction & Production, Studio Creation, High-Volume Studio & On-Location Shoots, Photo Editing & Compositing, Digital Asset Management, Styling & Retouching, Color Correction, Quality Control, Resource Allocation
- **Photography:** Lifestyle, Product, Beauty, Food, E-commerce, On-figure, Fashion, Still-life, Studio, Interiors, Large Set
- **Marketing:** Brand Vision & Positioning, E-commerce Optimization, Multi-channel Campaign Development, Content Creation, Events, Social Media Management, Customer Engagement
- **Leadership:** Strategic Planning & Execution, Photo Studio Management, Creative Goal Setting, Visual Standards, Project Management, Process Improvement, Client Relations, Training & Development, Coaching & Mentoring, Diversity & Inclusion
- **Tech:** Capture One, Adobe Photoshop/Lightroom/Illustrator/Bridge, MS Office, G Suite, MidJourney, AI integration
- **Languages:** Fluent in English & German (C1)

## RELEVANT EXPERIENCE

### **Founder, Freelance Photographer & Videographer, Explorophile.com/JonesPro Photo & Film** **2011 - Present**

- Oversaw the creative direction, web design, branding, and photo & video content creation for enterprise and SMB clients.
- Provide creative assets, custom branding & marketing consulting that increased our client engagement 400%+.
- Filmed, produced, and oversaw project management of an online school including 100s of courses from industry leaders and NYT Best-Selling authors; generated 200k views in week 1 and over 250 paid subscribers on day 1

### **Senior Photographer, Pattern** **2020 - 2023**

- Used a data-driven approach and creative problem-solving to create lifestyle, on-model, and silo images for over 100 brands and thousands of SKUs across 4 e-commerce marketplaces matching each client's unique style guide and regulatory needs
- Developed studio's apparel processes and photographed high-volume fashion apparel focusing on European markets
- Helped assemble, onboard, and mentor teams of freelance photographers, stylists, HMUAs, and assistants
- Proactively recognized a need for and then created a studio standard process document and online resource guides
- Specialized in hybrid photo-video shoots maximizing content output and reducing costs by over 30%

### **Photographer, Young Living Essential Oils** **2018 - 2019**

- Shot still-life images for monthly promotional materials and annual product catalogs distributed to 15MM+ members.
- Won 2018 award from PDN magazine for best in-house photography in a catalog.

### **Head Product Photographer & Photo Studio Manager, Sportsman's Warehouse** **2013 - 2016**

- Built the photography studio from the ground up by aligning the creative direction with business strategy, conceptualizing campaigns, and developing all policies, processes, and procedures to produce high-quality assets for multi-channel use.
- Photographed 800 SKUs weekly, shot 12 annual campaigns, and filmed internal training videos with a 2-person team.
- Spearheaded a photo quality improvement project and successfully increased top-performing product sales 50% YoY.
- Managed the company's social media presence and grew their Instagram to 30k+ followers in 6 months.
- Improved productivity by 300% by transitioning the department to G Suite for file sharing and tracking and an additional 300% by working with a web developer to create a custom workflow management, DAM, and inventory tracking system.

### **Photographer & Marketing Associate, SLC Photo Collective** **2011 - 2014**

- Shot and edited studio-grade, tethered photo booths for corporate events, weddings, bar mitzvahs, and city NYE events.
- Prepared and displayed art for the Twilight Concert Series 25th Anniversary Show with thousands of attendees.
- Launched the company's social media accounts to increase awareness and open a new channel for lead generation.

## SELECT FREELANCE PROJECTS

- **Traeger Grills:** All studio, on-location, and celebrity chef event food photography and editing for their website, print ads, and social channels with 2MM followers.
- **Josh Rossi:** Acted as a creative consultant, associate photographer, and photographic assistant for 6 viral series with 400MM to 2.25B views and features in People Magazine, BuzzFeed, Bored Panda, and The Huffington Post.
- **Amazon:** High-volume photographing and editing of products on white to optimize CPG, soft goods, and hard goods listings
- **Wyoming Tourism:** Produced the That's Wy campaign viewed by millions of people across the country over the last 4 years.
- **Backcountry.com:** Styled & photographed outdoor equipment silos & on-figure clothing with teams of stylists, HMUAs, and digitechs. Trained 3 photographers on Capture One to increase team efficiency.