
SKILLS

Photoshop, Lightroom, InDesign,
and Illustrator
Project Management
Google & Apple Suites
Asana & Trello
Sprout Social
Crowdriff
Tandem Vault & Photo Shelter
Multi-Media Storytelling
Strategic Thinking

ACCOLADES

HSMAI/Adrian Award
2023:
Platinum, Forever Mighty, Innovation
2022:
Platinum, A Table for All, video series
Gold, She Travels, campaign
Silver, Let's Talk Utah, social series
2019:
Gold, Voices of Bears Ears, video series

Adobe Government Awards
2021: *Winner, Visual Communications*
Let's Talk Utah, social series

Terres Travel Film Festival
2021: *Official Competition*
A Table For All, video series
Salt of Sound, short film

ESTO/Mercury Award
2019:
Voices of Bears Ears, video series

The Kalish
2019
Visual Storytelling Workshop

Photographers Without Borders
2015 *Storyteller*
Love Animal House, Animal Rescue

EDUCATION

School of Visual Arts
B.F.A. Photography
1998-2002

EXPERIENCE

SANDRA SALVAS PHOTOGRAPHY & PRODUCTION /PHOTOGRAPHER + PRODUCER

January, 2012- Present, Park City, UT

- Lifestyle, adventure, and outdoor photographer specializing in travel, journalism, dogs, portraits, and documentary of process imagery
- Producer and photography director for outdoor industry lifestyle brands and photographers.
- Brand development, creative direction, and marketing strategy for outdoor and lifestyle companies

UTAH OFFICE OF TOURISM /CREATIVE PRODUCER

July, 2016- April, 2023, Salt Lake City, UT

- Content producer for the State tourism office— leading creative conception, storytelling, research, strategy, scripts, and direction for ideation for YouTube, Social Platforms, Website, and Brand Marketing channels
- Manage and lead external film & photo teams, freelance designers, project schedules, production timelines, post production graphics/animations, budgets, and logistics from conception, in-field, to completion
- Direct and contribute feedback to uphold high standards and accountability on all creative work across integrated marketing teams, to make sure design, messaging, and visual components align with the brand tone and feel as well as map back to campaign strategy and goals
- Owner of the Visit Utah brand visual guidelines
- Oversee and mentor in-house photo editor and in-house video editor
- Partner with internal communications team to develop content calendars, review website design, and outline fiscal year budget allocation.
- Creative support and guidance for the Partner Relations, Public Relations, and International Sales team's communications, FAM tour, and sales needs
- Collaborate with media buying agency to manage the execution of creative deliverables for each campaign's digital distribution strategy
- Collaborate with SEO and Website agencies to ensure newly published work is set up for performance success within the distribution strategy
- Present updates to Inter-agencies, Internal Team, Board of Directors and Marketing Committee to share out new work and available assets
- Photographer and social media content creator

BLACK DIAMOND EQUIPMENT / PHOTOGRAPHY EDITOR

August, 2008 - July, 2014, Salt Lake City, UT

- Direct, coordinate, and edit all imagery for the BD brand including in-field assignments, studio product photography, and stock submissions for print and digital content marketing and communications
- Partner with the Content and Creative Team on how to best communicate the brand story visually, support live campaigns, and build out the deliverables for the Go-to-Market strategy
- Manage and develop budgets for the photo department
- Manage all contracted photographers and creative interns
- Introduced and established visual style guidelines, contracts, shot lists, and brand standards for all motion and still photography
- Maintain the brand's visual identity authentically while simultaneously supporting the sales teams to successfully sell-in and sell-thru in line and push products
- Photographer for events, brand manufacturing story, and product images