

# SAMANTHA JANE

Visuals & Photography Director | Photo Producer | Photo Researcher

## *Areas of Expertise*

- Visual planning
- Curation of stories
- Photo production
- Photo research
- Manages budgets and billing
- Manages and supports staff and team
- Keen eye for photography, art and design

## *Visuals & Photography Director*

Hearst Publishing (Bookazine), Frommer's Travel Guide, Centennial Media, Real Simple Magazine, HGTV Magazine, Architectural Digest, Dr. Oz, Oprah Magazine, Country Living, Parents Magazine, Ellen Weldon Design  
March 2011 - Present

Works with creative team to understand visual needs. Supports and executes creative concepts, mood boards and curates stories. Assigns projects to photographers, hair, makeup, and styling. Negotiates rates, provides estimates, prepares call sheets and photography credits. Researches photography on various stock agencies for special interest magazines with a variety of topics. Produces photo shoots ranging from fashion, still life, food, lifestyle and celebrity. Main contact dealing with talent, agencies, hair, makeup, stylists, props, catering, locations services, models. Conducts necessary production meetings. Reviews and approves all production-related invoices. Wraps jobs and manages asset deadlines. Manages multiple projects as needed.

## *Photography Agent, Editor & Social Media Manager*

Thomas I Treuhaft

August 2016 - Present

Primary point of contact for the day-to-day management of projects while managing projects of varying scales. Promotes, markets and edits for 5 photographers worldwide. Handles updating website which includes work from all photographers. Handles other daily aspects of the day to day business. Works with advertising agencies and magazines on production, shoots scheduling, budgets, final asset deadlines and creative briefs. Assist with securing contracts, photo fees, and usage and rights for all images.

## *Social Media Manager, Portrait Book Editor and Design*

Patricia Watwood

August 2019-December 2021

Executed Patricia's social media by creating content and a calendar for posting. Evaluated current content to see how it would fit in with new content. Created hashtags and text for each post. Promoted and helped with launch of classes and workshops on social media and with newsletter. Engaged with social media audience. Reviewed content monthly to make sure growth was happening. Edited and organised Patricia's existing library of images for social media and promotional portrait book project. Curated stories for the portrait book and designed book for small printing. Worked closely with Patricia on all aspects of the portrait book. Helped with editing of images on her website.

## *Photography Director*

Entrepreneur Magazine

November 2011 - March 2015

Worked with creative director on conceiving photographic ideas for stories. Collaborated on March 2012 re-design. Assigned stories and communicated ideas and direction to photographers. Negotiated rates, handled budgets, confirmed caption and credit information. On set when shoots were in NYC. Scouted new talent and reviewed portfolios building relationships with photographers, stylists and agents.

## *Photography Editor*

Town & Country Magazine

May 2006 - May 2011

Produced all covers and feature stories including, celebrity profiles, fashion, travel, interiors, and portraits. Worked closely with creative and fashion directors on assigning and developing stories. Art directed on set for all celebrity and fashion stories. Responsible for pre and post photo production for feature stories and covers. Maintained timelines, budgets, shot lists and call sheets. Edits photographs on all stories and responsible for photo research. Responsible for photo research for all feature stories and supervised research for FOB. Managed a department of three people and hired all freelance photo editors and interns.

*Production Manager/Photography Editor/Exhibition Coordinator*

Mark Seliger Photography

August 1996-May 2006

Production management and photo editing for magazine, advertising and syndication clients. Worked with photographer on shoot concepts and preparing research via the Internet, magazines, and books. Worked with team on scheduling shoots, booking crews, negotiating rates, permitting locations, preparing insurance certificates and call sheets, and scheduling travel. Directly involved in selecting images for clients. Liaisons between photographer, printers and retouchers. Worked on coordinating special projects and photo exhibits. Managed office of ten people including hiring interns. Prepared estimates and bills.

*Studio Manager*

Kelton Labs

June 1991- August 1996

Managed the front office as well as several b/w and color darkrooms. Responsible for budgeting jobs for magazine and advertising agencies. Coordinating with photographers to complete commercial and fine art projects. Supervised printing with photographers and printers. Hand retouched, spot toned, all b/w photographs.

*Education & Certifications*

BFA Hartford Art School

RRCA certified running coach

Complete Clubs instructor and Schwinn certified indoor cycle instructor

Completed Paris and NYC marathons 2013. NYC triathlon 2016, 2017

South Beach triathlon 2016. Pancake triathlon 2015, 2016, 2017

Traditional oil painting class 2018-2019 with Patricia Watwood

Grand Central Atelier 2019, Atelier Madrid September 2021

Samantha Cassidy

Photography Director, Visual Curator, Photo Researcher & Photo Producer

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