

Christine Mullen

PHOTOGRAPHER - ART DIRECTOR - STUDIO MANAGER

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🏠 Dual citizen - Canada & USA

PROFILE

Commercial photographer and studio manager with over ten years of experience working in e-commerce and startups. Fully knowledgeable in studio lighting, Profoto and Canon systems, Adobe Photoshop, CaptureOne, Lightroom, and Mac OSX. PhaseOne Certified Professional. Adept at implementing innovative studio practices and procedures to improve image quality and production efficiency. Skilled at campaign ideation, implementation and high level brand strategy.

EDUCATION

BFA - Photography
Ryerson University
Toronto, Ontario
2004 - 2008

SKILLS

// PROFESSIONAL

Shoot production
Studio budgets
Art direction
Team management
Campaign development

// TECHNICAL

Capture One
Adobe Photoshop
Lightroom
Mac OS
Final Cut Pro
Asana
Canon
Profoto
Studio Lighting
Stop Motion Video

AWARDS

Best Food Blog
Apartment Therapy
2012

Robert S Gooblar Award
Emerging Photographer
2006

CERTIFICATES

PhaseOne
Certified Professional
2018

PROFESSIONAL EXPERIENCE

Studio Manager & Lead Photographer *goPuff | Philadelphia, PA | 2019 - Present*

I am currently the lead photographer and studio manager at goPuff, a Philadelphia based delivery startup in the instant needs category.

- Established goPuff's photography department and in house studio under budget by \$5k and ahead of schedule by 2 weeks
- Produced, art directed and photographed all lifestyle, editorial and product photography for use in app, online, print, social, and out of home campaigns
- Created a cost benefit analysis that focused on cost per image vs production timelines and negotiated third party retouching contracts that saved the company \$12k yearly
- Hired and managed a team of four in house studio employees as well as national and international freelance contractors
- Purchased and maintained all studio equipment, created all photography style guides and SOP's, introduced an image tracking log and creative asset library, built an internal surface and prop library, and created the process for sample acquisition and tracking
- Acted as interim creative director where I managed the brand experience team and led all creative for marketing campaigns ensuring all content was aligned with our brand guidelines
- High level brand strategy, campaign ideation and implementation, cross functional collaboration and process implementation, department budget creation, and workflow process

Managing Photographer *Jet.com | Hoboken, NJ & New York, NY | 2017 -2019*

From 2017-2019 I was the managing photographer at Jet.com, an e-commerce startup based in Hoboken, NJ that was acquired by Walmart.

- Developed a new photography studio within the Jet Fresh fulfillment center. Hired and managed a team of three in house studio employees, created a daily workflow, implemented style guides, managed retouching services with outside vendors, and ensured tight deadlines were met
- Created cross functional relationships with various groups within the organization to ensure image consistency and on brand content
- Product, Editorial, and Lifestyle photography in studio and on location for online, print, and out of home campaigns

Photographer *Neiman Marcus | Dallas, TX | 2012 -2017*

From 2012 - 2017 I was a product and editorial photographer at Neiman Marcus, a luxury department store based in Dallas, TX.

- Photographed a wide range of products such as jewelry, clothing, home goods, food and accessories working with tight deadlines in a high paced environment
- Key player in implementing video to the Neiman Marcus website
- Created a jewelry photography style guide and training manual

Freelance Photographer *Christine Mullen Photography | Ottawa, ON | 2010 -2012*

From 2010 - 2012 I worked as a freelance photographer and food blogger. My clients included Self magazine, Maclean's magazine, Sweet Paul magazine, sheknows.com, gojee, HRSG, and Couvrette Studio