

Amy Osburn

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Expertise*

Complete onset art direction for photo shoots.

Originator and key creative for photo shoot development.

Selection and hiring of all photo team members: photographer, stylist, hair and makeup, models.

Knowledge base spanning fashion, publishing, television, and high-end stock photography.

Shoot Production.

Senior team management.

Strategic analysis, planning and development.

Photographer relations and recruitment.

Trend research and Implementation.

Photo Editing.

Production Briefs and Shoot Brief authorship.

Intradepartmental Liaison.

Budget Management.

Workflow Creation.

Contract negotiation.

Asset Management Supervision.

Experience*

Senior Director

Getty Images/JupiterImages
FoodPix and Botanica collections

(2/2008 to 4/2009)

Complete creative direction of two high-end stock photography brands:

Conceived, produced, art directed photo shoots for brands.
Developed, directed and oversaw brand identities.
Hired, supervised and mentored editing staff.
Determined visual needs of brands.
Supervised shoot production team.
Production of photo shoots: casting, location scouting, wardrobe, prop styling.
Developed shoot briefs and shot lists.
Analyzed global, cultural, fashion and textile trends
Devised relevant image solutions for those trends.
Managed a group of over 400 contributing photographers.
Recruited and signed photographers, negotiated contracts.
Approved edited imagery.
Planned and defined agenda for annual conferences of fellow Creative Directors.

Senior Director

JupiterImages
Nonstock collection

(3/2005 to 2/2008)

Rebranded and Reinvigorated acquired respected photo collection:

Devised, produced, art directed photo shoots for brand.
Selected and hired all key photo team members including: photographer, stylist, hair and makeup, models.
Developed, directed and oversaw new branding content.
Modernized and redefined brand subject matter and visual aesthetic to make more marketable and sellable.
Identified and resolved collection-wide asset management, intake and contract issues.
Implemented systematic analysis, and overhaul of collection assets and contributors.
Worked closely with marketing and sales team to reposition brand as industry leader.
Trained, supervised and guided editing staff.
Set goals and priorities for staff, conducted annual evaluations.
Collaborated with in-house shoot production team
Production of photo shoots including casting, location scouting, wardrobe, prop styling,
Developed detailed shoot briefs and shot lists.
Managed a group of over 300 contributing photographers.
Recruited and signed photographers, negotiated contracts.
Managed and administered an annual budget.
Trend Research, presentation and implementation.

Senior Director

JupiterImages
Botanica collection

(1/2002 to 3/2005)

Created from origination a world-renowned photo collection that focused on high-end interiors and gardens, health, wellness, conceptual and lifestyle imagery:

Developed, produced, directed photo shoots for brand.

Instrumental in brand development from concept to final product.

Aided in development of keywording vernacular for collection.

Educated marketing and sales staff on direction, intent and goals of the collection.

Selected and hired all key photo team members including: photographer, stylist, hair and makeup, models.

Trained, supervised and guided editing staff.

Set goals and priorities for staff, conducted annual evaluations.

Collaborated with in-house shoot production team

Production of photo shoots including casting, location scouting, wardrobe and prop styling.

Developed detailed shoot briefs and shot lists.

Recruited and negotiated contracts for industry leading photographers.

Managed and administered an annual budget.

Trend Research, presentation and implementation.

Senior Photo Editor

House & Garden magazine
Conde Nast Publications

(11/1999 to 7/2001)

Senior photo editor for luxury high-end interior and garden magazine:

Commissioned, produced and selected photography for magazine.

Worked closely with Photo Director to guide photo content.

Art Directed feature and departmental photo shoots.

Worked with Production Manager to ensure timely delivery of all photographic material.

Collaborated with key editors to originate concept driven shoots.

Photo Editor for cover shoot that garnered the National Magazine Award.

Responsible for seeking out new photographers, reviewed portfolios.

Photo Editor

Conde Nast Traveler magazine

(4/1999 and 10/1999)

Photo Editor for renowned international travel magazine:

Produced and edited multiple and simultaneous photo shoots around the world.

Secured permits and props on far-flung locations;

Research and Secured non-commissioned photography.

Instrumental in photo production of special celebrity and millennium issue.

Responsible for seeking out new photographers, reviewed portfolios.

Photo Editor **Gear magazine** (7/1998 to 12 /1998)

Photo Editor for innovative start up publication:

Worked closely with Creative Director to develop magazine aesthetics.
Art directed produced, and commissioned all photo shoots for the magazine.
Drafted magazine's photo policies.
Developed and implemented departmental workflows and budgets.
Negotiated deals with studios, equipment houses, film labs, other industry related vendors.
Research and secured all noncommissioned photography.

Photo Producer **American Broadcast Companies** (7/1997 to 2/1998)

Photo Producer for network's publicity department:

Art directed and produced photography shoots for fall for the network.
Handled celebrity relations for photo shoots.
Worked with actors' agents and negotiated scheduling and approvals.
Worked closely with show's producers to ensure proper scheduling, art direction.

Photo Editor **Los Angeles Magazine** (2/1995 to 9/1996)

Photo Editor for news, celebrity and lifestyle magazine:

Responsible for commissioning and producing all images,, including illustrations.
Art directed feature photography.
Conducted detailed photo research.
Worked closely with celebrity talent agents.
Responsible for maintaining departmental budgets and approving invoices.

Photo Researcher & Coordinator **Mother Jones Magazine** (4/1993 to 3/1994)

Awarded a fellowship as a photo researcher for respected alternative news magazine:

Commissioned photography for magazine.
Conducted detailed photo research, made initial edits.
Communicated with well-known photojournalists regarding photo projects.
Devised film tracking system.
Prepared all artwork for production.
Assisted with the publicity and organization of the Mother Jones International fund for Documentary Photography.

Freelance* Blend Images, Friendly House, Alicia Lawhon, Deborah Jaffe Photography, New York Times, Girl Magazine, Mode Magazine, Walking Magazine, E! Online, Peggy Sirota Photography George Lange Photography, Fit Pregnancy Magazine, Parenting Magazine, New Media Magazine.

Education * University of Missouri, Columbia
Bachelors of Journalism: Sequences: magazine journalism and photojournalism

References provided upon request.