



Rolf Sjogren

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Summary

Extensive creative-management experience in photo agency, magazine and on-set commercial shooting. High skill level in photo-shoot art direction, production and personnel supervision, advertising-photo editing and photographer collaboration.

Experience

DIRECTOR OF CONTENT DEVELOPMENT, GALLERY STOCK, 2011-present

Design, strategize and implement new product offerings, marketing & social network initiatives and SEO & asset management restructuring. Recruit and re-train contributors to generate targeted content and manage photo editing and asset-ingestion.

PHOTOGRAPHY/VIDEO DIRECTOR, RESNYC LLC 6/2009 - present

Conceptualize, pre-produce, art-direct, photograph and market video and stills shoots targeting web-based lifestyle advertising.

PHOTO EDITOR/BRAND CONSULTANT, TIME INC. CONTENT SOLUTIONS 2010-2011

Strategize with design and editorial team for custom-publishing imagery direction in corporate/consumer-promotional magazine/brochures. Research, select, deliver, license and color-proof imagery content. Client: Chase Ultimate Rewards

DEPUTY DIRECTOR OF PHOTOGRAPHY, GETTY IMAGES, NY 5/2000 - 4/2009

Manager of high-level team of art directors, photo editors, producers and retouchers to create award-winning commercial imagery. Directly responsible for creating and/or acquiring imagery assets generating over \$25 million estimated in sales revenue from 2001 through 2008, in addition to revenues from 5 other art directors supervised. Concept, produce and art direct large-scale stock photo shoots. Collaborate with world-class photographers to develop their shooting activity and unique shoot ideas, and help execute their productions. Represent world's largest photo agency to end-user customers in advertising and media.

PHOTO EDITOR, HEARST MAGAZINES 1998-2000

Supervised production and art direction for all photo spreads in Country Living magazine. Collaborated with Editor in Chief and Art Director for re-design and re-branding project. Oversaw style-branding of photo shoot production/coordination, recruited new photographers, assured compliance with contracts and budgets, maintained contributor relations, photo edited and researched and acquired all existing imagery content. Created in-house photo library of magazine's visual assets and managed assets' syndication.

MANAGING EDITOR, FPG INTERNATIONAL, 1993-1998

Managed team of 5 photo editors at leading photo agency, modernizing and rejuvenating imagery offering to prepare for acquisition by Getty Images in 1999. Art directed photo shoots in lifestyle, business and sport subject areas; developed photographers' investment in their shoots.

PHOTO EDITOR, UPI&REUTERS PHOTO LIBRARY/BETTMANN NEWSPHOTOS 1987-88

Managed originals-processing of news photos from wire service, selected unpublished imagery for permanent collection, represented library administration to contributing photographers, supervised captioning and metadata integrity.

Education

B.A., History, Oberlin College, Oberlin, Ohio