

ALEXANDRA JOHNSTON

Photo & Video Production | www.alexandrajohnston.com

EXPERIENCE

WeWork

Global Visual Manager Apr. 2022 - Aug. 2024

- » Refreshed the photography style to provide the marketing team with authentic, human images
- » Led production for campaigns, social and digital
- » On-boarded and managed global production vendors to save time and money while achieving global consistency
- » Managed annual photography budget over \$750K
- » Supervised brand team video editors

Senior Lead, Global Photography Feb. 2020 - Apr. 2022

Photo Producer Aug. 2018 - Jan. 2020

- » Produced and directed photo shoots for global marketing, including interiors, brand campaigns and portraiture
- » Developed systems to produce higher quality photography at scale while reducing cost by 50%
- » Established brand photography guidelines and best practices for internal teams and external partners

Homepolish

Senior Photo Editor July 2017 - August 2018

Photo Editor June 2016 - July 2017

- » Hired and grew a team of 35 photographers nationwide
- » Created a visual style guide that instructed different photographs to create a distinct brand look and feel
- » Produced 10-18 shoots per month, remotely and on site
- » Made photo selects for our editorial channels and Instagram with over 1.5M followers
- » Prepared 100,000 images for e-commerce home store

Parents Magazine

Assistant Photo Editor Feb. 2014 - June 2016

- » Produced in-house and still life photo shoots
- » Researched photos for news, health and feature stories
- » Assisted senior photo editors with lifestyle shoots

Conde Nast Traveler Magazine

Photo Assistant Oct. 2012 - Jan. 2014

- » Assisted photo editors with organizing and planning photo shoots internationally and domestically
- » Conducted image research for inspiration and publication

CONTACT

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SKILLS

Style Guide Creation
Budget Management
Creative Direction
Contracts & Copyright
Negotiation
Digital Asset Management
Problem Solving
Vendor Management
Matterport
Adobe Photoshop
Asana & Monday

EDUCATION

Elon University, 2012
Strategic Communications
& Digital Art

INTERESTS

Musical Theater
Travel Planning
Hosting Guests and Parties
Container Gardening