CHRISTINE REILLY PRODUCER & DIRECTOR

CONTACT

646-269-0711
christine@reillypictures.com
www.reillypictures.com
linkedin.com/in/reillypictures

SKILLS

Self-starter
Production
On Set Direction
Creative Development
Art Direction
Virtual Production & Direction
Ideation
Pitching
Multitasking
Data & Analytics
Digital Asset Management
Budget Management
Negotiation
Deadline Driven
Leadership
Staff Development
Remote Management
Social Media
Streaming
OTT
Adobe Suite
Keynote
CaptureOne

EDUCATION

Kutztown University, 1999
BFA: Photography
magna cum laude

WORK

GVO

Freelance Creative Producer, Visuals Director & Consultant | 8/2019 - present

- Production and direction for photo and video content from ideation to post-production
- Creative services, operations and development consulting, project management, event production

WWE

Photo Director, WWE Digital & Social Media | 2/2012 - 8/2019

- Crafted compelling and engaging original content to drive WWE to reach 1 billion followers
- Led the creation of award-winning work in support of initiatives, partnerships and campaigns
- Elevated and evolved brand aesthetics propelling growth in company-wide photo standards
- Multi-platform digital storytelling, content production, on set direction, and post-production lead
- Oversaw and communicated the vision and workflow through all phases of editorial and branded projects
- Consulted on new platforms, specs, workflow, and visual quality control then implemented action
- Calmly resolved creative changes and challenges in a high volume, fast-paced environment
- Founded in-house digital and social media archives and generated tech solutions to improve workflow
- Guided photo, design, social, video and editorial staff producing daily and featured content
- Invested in the potential and capabilities of direct reports, mentored creatives internally and externally

Photography Director, WWE Print & Digital Magazine | 2/2007 - 2/2012

- Collaborated with CD to revamp the magazine's visual identity and improve department workflow
- Drove higher standards of photography through hiring top creatives, retouchers and digital artists
- Coordinating producer of original video content for magazine app
- Moved to the digital media team by leadership as photo lead on the website redesign, social media expansion, content creation, and launch of the flagship app and OTT streaming service

EMAP

Photography Director, FHM Magazine | 10/2005 - 12/2006

- Produced and directed celebrity cover and feature photo shoots
- Coordinating producer and director of BTS video content including interviewing talent
- Liaison between the magazine and talent PR, pitching concepts and communicating production details

Photo Editor, FHM Magazine | 4/2005 - 10/2005
Associate Photo Editor, FHM Magazine | 4/2003 - 4/2005

FLATIRON MAGAZINE

Associate Managing Editor | 2002 - 2003

AKTIVIST MAGAZINE

Producer & Staff Photographer | 2000 - 2001

D'ARCY ADVERTISING

Junior Art Director | 1999 - 2000

NOTABLE PROJECTS

The One Club for Creativity: ADC 97th Annual Awards | Photo Juror & Presenter
Nom Wah Tea Parlor x Adam Lucas capsule collection | Creative Producer & Photo Director
Spiegel & Grau: Beastie Boys Book | Contributing Photographer
Everybody Loves Our Town: An Oral History of Grunge (Time) | Photo Researcher & Editor
Oscilloscope/THINKFilm: Awesome; I F*ckin' Shot That! (Sundance) | Principle Camera Operator
Audition (Manchester Film Festival) | Associate Producer
Surplus Candy: Market Surplus, Surplus Candy LA, Surplus Candy VR | Consultant & Photographer
WWE x Ronda Rousey: Fight Like A Girl | Creative Producer & Visuals Director
XFL | Photo Art Director, Line Producer, Post-Production Coordinator & Consultant
The One Club for Creativity | Creative Leaders Retreat & Portfolio Reviewer
RIT | Guest Professional for Production Photography class & Portfolio Reviewer