

# Celle Caldwell



Visionary | Art Director | Creator

I am a creative that is confident, proficient, driven and collaborator. I demonstrate professionalism, integrity and accountability with strong leadership skills in collaboration with commitment to relationship building and team work efforts. My goal is to be a part of a great team and showcase my strong work ethic and meet deadlines on time and on budget. I am an artist that can think both linear and abstract.



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[www.cellecaldwell.com](http://www.cellecaldwell.com)

## Education

Photography | Fine Art  
The Art Institute of Seattle  
2015 Honors

Communications | English  
Citrus College 1989

## Exhibitions

"The Face"  
Darkroom Gallery  
July 20 - August 13, 2017  
Essex Junction, VT

"Ebbs and Flows"  
Celebrate Woodinville  
August 19, 2017  
Woodinville, WA

## Organizations

American Society of Media  
Photographers (ASMP)  
Seattle | Active Member

American Photographic Artist  
(APA)  
National | Active Member

Woodinville Arts Alliance  
Counsel Advisory | Active Member

## Celle Caldwell Fotograhperie

Owner | Photographer | Production Assistant Jan 2013-Present Woodinville, WA

Assist clients and customers with consultation to communicate customer needs to outline creative and design specifications.

- Maintain studio operations including, ordering inventory, equipment and hardware. Review marketing, advertising, retail, studio and creative budgets.
- Educate, train and mentor assistant on studio operations, data entry duties and ensure clients were provided with professionalism and engaging communication skills while committed to delivering company vision and philosophy with integrity and confident strategies.
- Proficient in delivering a client's vision through successful communication skills while meeting or exceeding their expectations and goals.
- Create photo-documentation and lifestyle photographs for clients using DSLR cameras in medium and large format film.
- Collaboration efforts include, creative preparation, systematic planning and execution clients vision, logistics, cost-analysis, create invoices, detailed explanation of concepts and color theory, post-processing, color corrections, image manipulation, composites and cataloging while in fast paced environments using time management skills.
- Formed marketing and advertising ad campaign collaborations for retail brands such as, Fuji Instax Mini, Neutrogena and Lucy Active Wear.
- Scout locations, logistics, planning, cost assessments, research trend and market study, create and develop mood boards utilizing color theory.

## Woodinville Media Group

Contributing Partner Oct 2017-Present Woodinville, WA

Review and select best shots with post-processing, cataloging and meta-data input in fast paced deadline for client and media outlet distribution.

- Photographed In Concert For Cancer with Grammy Award Winner Judith Hill.
- Photographed Alaska Airlines VIP Dinner with Seattle Seahawk and spokesperson Russell Wilson.
- Photographed annual Winemaker's Dinner for Auction of Washington Wines, showcasing a variety of shots for editorial magazine style on-location featuring James Beard Award Winner Chef Jason Wilson.
- Photographed annual Gala dinner event at Château Ste. Michelle Winery for Auction of Washington Wines benefiting Children's Hospital.

### Well Versed

Adobe CS  
Capture One  
Bridge  
Adobe Photoshop  
Photo Retouching  
Image Manipulation  
Color Management Software  
Digital & Film Developing  
Lightroom  
Illustrator  
InDesign  
Auto CAD Civil 3D  
Bluebeam Revu Extreme  
Microsoft Office Suite  
Microsoft Office  
Mac & PC Proficient

### Equipment

Assisting  
Lighting Equipment  
Nikon  
Leica  
Canon  
Hasselblad with Phase One Back  
SinarF  
Studio Equipment & Accessories  
Backdrops & Props  
Tripods  
Set Building

## Chef Becky Selengut

Production /Studio Assistant

April 2016

Seattle, WA

Assisted Chef Becky Selengut and food photographer, Clare Barboza on Chef Becky Selengut cookbook, 'Shroom.

- Prepared ingredients for Chef to assist in staying on schedule and maintain a cohesive work-flow of five dishes.
- Strategic planning in pre-development stage including, planned for any unforeseen issues such as, lighting issues.
- Assisted with lighting by, held reflectors to achieve best lighting angels.
- Responsible for post-shot breakdown.
- Provided clean-up of shot including, set, props and equipment.
- Ability to be a team player and work in a team effort collaboration to ensure shoot ran effortlessly under fast-pace, tight and deadline-driven environment.
- Used strong critical thinking skills at-all times by anticipated any worst-case scenario.
- Used high quality attention to detail in a fast paced and iterative environment.

### Core Competencies

Studio Operations	Innovative	Collaborator
Critical Thinking	Deadline Driven	Customer Service
Advertising	Graphic Design	Image Manipulation
Creative Design	Marketing	Team Player
Social Media	Relationship Building	Data Entry
Professionalism	Vision	Conceptualize