


Chelle Caldwell

VISIONARY | ART DIRECTOR | CREATOR

I am a creative that is confident, proficient, driven and collaborative. 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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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
Steering Committee | Active
Member

Owner | Photographer | Production Assistant

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 Assignment Photographer

Woodinville, WA

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.

- Reviewed and selected best shots with post-processing, cataloging and meta-data input in fast paced deadline for media outlet distribution.
- Photographed annual Gala dinner event at Chateau Ste. Michelle Winery for Auction of Washington Wines benefiting Children's Hospital. Photos featured in online editorial magazine publication double page spread layout.