

Amy Schweitzer

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Summary Of Qualifications

- Accomplished Photo/Video Art Director across tech and fashion brands
- Extensive product and lifestyle shoot experience; successful in leading the conceptualization, direction and execution of photo shoots
- Create engaging content in video and photo across several media platforms leading to increased sales
- Proven ability to produce beautiful imagery below budget

Overview of Key Contributions

- Helped small to Fortune 100 companies evolve their marketing and product photography
- Led photo concept development, production and execution for one of the most innovative, human-obsessed companies in the world
- Own all elements of marketing shoots including conceiving, lighting, model selection, sets, image selection, presentation and post production

Key Strengths

- Photo Art Direction • Video • Concept Development • Social Media Presence • Creative Strategy • Workflow Improvement • Marketing and Product Photo Shoots
- Art Direction Decks • Training, Mentoring and Leadership • Style Guides • Campaign Design and Development • Creative Brand Direction • Shot List Creation
- Adobe Creative Suite • Figma • Capture One • Image Editing • Leadership • Marketing • Product Integrity and Consistency • Brand Management • Casting

Work Experience

Airbnb, San Francisco, CA

Freelance Creative Lead, Photography Team, November 2022-March 2024

- Led photography art direction for Airbnb focusing on product release campaigns and growth marketing within the cross functional Marcom organization
- Drove high-level brand campaigns, and key product launch creative from ideation to execution based on comprehensive alignment with overall business strategy
- Concepted and remotely art direct photo shoots for Airbnb's bi-yearly product launch campaigns used in digital, video and social assets
- Focused on compelling storytelling that resonates with users and create experiences aimed to develop genuine relationships with Airbnb guests and hosts

Freelance Senior Photo and Video Art Director, San Francisco, CA

Senior Photo and Video Art Director, September 2019-November 2022

- Partnered with Walmart, Fitbit, Old Navy, Levi's, Banana Republic, Gap, Simmons Mattress, and Amour Vert for video and photo needs
- Led lifestyle photo and video concept development in print, digital, marketing, product photography and social
- Helped drive millions of customers to an incredible time and money-saving shopping experience through video and photography storytelling across all categories (tech, home, fashion, beauty and everyday living)
- Responsible for inclusive and diverse model casting, and partner to book and source photo crews
- Developed studio photography style guides including look, vision, lighting, casting and mood
- Oversaw the direction of location and studio shoots for several diverse brands
- Partnered with senior leaders to roll out creative on time and on budget

Athleta, San Francisco, CA

Senior Photo Art Director, July 2018-September 2019

- Led the creative efforts for studio photography and location photography for print, web and social media
- Concepted seasonal direction and executed the overall look and feel of the Athleta brand photography
- Directed and oversaw deliverables and freelancers in producing all stages of layout development to final release of assets for all channels
- Collaborated with leadership to develop creative materials for all outbound correspondence in a manner consistent with Athleta brand and design standards

Amazon Corporation, Seattle, WA

Senior Photo Art Director, Alexa Enabled Devices Team, August 2016-July 2018

- Led photo concept development, production and execution for one of the most innovative, human-obsessed companies in the world
- Explored storytelling for Echo, Amazon Alexa, Kindle and the future generation of Amazon devices through photography
- Partnered with Marketing and Merchandising to strategize creative concepts for business needs while managing the project budget
- Art directed lifestyle photography for Echo Spot, Fire HD 8 Tablet and Kids Edition, Fire TV Streaming Media Player, Amazon Cloud Cam and Amazon Key, which received over 10.4 million impressions
- Oversaw photoshoots for international campaigns

Education

The Art Institutes International Minnesota, Minneapolis, MN

Bachelor of Science Degree in Graphic Design

University of Minnesota, Minneapolis, MN

General Studies