

# 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 concepting, 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-Current*

- Lead photography art direction for Airbnb focusing on product release campaigns and growth marketing within the cross functional Marcom organization
- Concept and remotely art direct photo shoots for Airbnb's bi-yearly product launch campaigns used in digital, video and social assets
- Focus 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, 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