

MEREDITH W. OCHOA

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EDUCATION

Master of Arts – Photography

2012

Savannah College of Art & Design (SCAD)

Atlanta, GA

- Received SCAD Honors Grad Scholarship
- Completed the accelerated graduate program in 1 year
- Invented new ways to capture images turning a [scanner into a camera](#)

Bachelor of Fine Arts – Photography

2011

Savannah College of Art & Design (SCAD)

Atlanta, GA

- Received Artistic Honors Scholarship
- Large format camera experience, [processing and printing](#) 4X5, 35mm, and medium format [film](#)
- Specialization with [alternative photographic processes](#) including cyanotypes, van dykes, cliché-verre, and palladium printing

WORK HISTORY

Photographic Artist & Entrepreneur Self-Employed/Consultant

**2015 – current
Atlanta, GA**

- Commissioned large-scale photographic, collaborative & [mixed media](#) art pieces
- [Photographic Retouching](#) & expert compositing in Adobe Lightroom & Photoshop
- Developed a scanography process in which the subject becomes the 'negative' digitally
- Specialization in [light painting](#), [dragging the shutter](#) & creative strobe lighting techniques
- Professional creative [portrait](#) photographer
- [Fashion](#) Photography, Product Styling & [Interior Styling](#) experience
- Strong communication skills, portrait and photo sales experience
- Project Management experience with Dubsado CRM & Google suite applications
- E-commerce & online sales experience with Shopify, Zenfolio and Society6
- Strong in-person sales & sales-cycle development experience
- E-mail & Social media marketing experience with Mailchimp, Instagram & Facebook ads
- Co-marketing & referral marketing experience, collaborating with local businesses & served as leadership within PowerCore's Candler Park & Buckhead-30305 referral marketing teams.

[GEMÜ Valves, Inc.](#)

**2020 - current
Atlanta, GA**

Marketing & Media Manager

- Led development of social media presence. Achieved + 73% - 160% increased, completely organic growth across all social media channels in 4 months.
- Competitor analysis & creation of strategic marketing ideas
- Digital marketing including social media management & e-mail marketing
- Lead training and education on how to optimize social media profiles & social strategies to nurture relationships & generate revenue. Developed an employee advocacy program.
- Creative campaign development, photo editing, presentation layouts, document & design revisions using Adobe InDesign, Photoshop & Acrobat DC
- Devise strategies to drive online traffic and improve usability, design, content and conversion
- Create reports and analyze social data to make recommendations to optimize website and social media content
- Stay current on all social media developments and best practices & make recommendations for additional digital marketing, social media advertising & traditional strategies to increase conversion and growth.
- Support sales team workflow & maintain corporate design and branding

The Home Depot

CGI Stylist

2018

Atlanta, GA

- Art direction, Responsible for all creative feedback and review & providing guidelines to CGI modelers using Adobe InDesign
- Styling, Interior Design of CGI scenes and aesthetic direction for CGI projects
- Experience creating and organizing photography shot lists in Excel from merchants and producers
- Experience working in a fast-paced, high stress environment, while still delivering effective results
- Responsible for creating the foundation of the CGI workflow – part of the first CGI Team, completely new to The Home Depot
- Worked closely with the Photography Manager, CGI Project Manager, CGI Producer, external studio/vendor partners, international clients & internal clients to facilitate the creation and art direction of on brand imagery for the company.
- Directed Decora CGI studio (part of Creative Drive company) and vendors on go-by's, sets, merchandise, propping, lighting, and shot composition—creative briefing
- Experience working remotely with internal team and international partners
- Project Management with utmost organization of numbers & assets delivered while keeping all team members up to date daily with the status of the workflow

Aerial Innovations

Aerial Photographer & Production Director

2015 – 2018

Atlanta, GA

- Created the production image editing workflow in Lightroom using custom Lightroom presets & batch image editing techniques
- Responsible for team image editing training
- Responsible for all digital requests & maintenance of client database & digital asset file structure organization
- Responsible as an Aerial Photographer for flight planning using Google Sheets & mapping tools, as well as client shooting requests
- Responsible for creation of email marketing campaigns using Emma, as well as social media management for the company using Instagram & Facebook
- Experience working with large Contractors & Developers to achieve custom aerial photography

Professional Photographic Resources (PPR)

Equipment Sales & Print Lab Technician

2014 – 2015

Atlanta, GA

- Extensive knowledge of printing papers and print file preparation. Canvas wrapping, mounting, and frame building experience.
- Extensive Digital Printing Knowledge with Large Format Epson & Canon printers, as well as film scans and art reproduction with Hasselblad drum scanning/archiving
- Digital Photo Restoration of damaged or historical photographs
- Grip & lighting sales experience as well as brand knowledge of Manfrotto, Chimera, Elinchrom, Profoto, Canon, Nikon, Zeiss, Broncolor, Fujifilm & Hasselblad equipment
- Consulted with customers and photographers decide on what gear was best for the job
- Responsible for print consultation on what papers and printing materials would be best & helped customers prepare files for print, fixing any technical issues
- Put together Octabanks, light modifiers, C-stands, and demonstrated how to use camera & lighting equipment

CD+M Lighting Design

Digital Retoucher & Designer

2014

Atlanta, GA

- Intensive day to night Photoshop composites from 3-D Renderings, Elevations, & Illustrations
- Digital color correction of lighting
- Remote worker. Edited images and worked with team entirely remotely
- Digital Creation in Photoshop of different lighting scenarios, and creation of different light fixtures

Digital Arts Studio

Digital Imaging Specialist

2013 – 2014

Atlanta, GA

- Color matching art pieces to the highest standard, proofing, digital retouching, [art reproduction](#)
- Digital color correction of lighting
- Flatbed scanning, drum scanning, tent scanning, responsible for large format image capture

- Print lab experience, archival pigment (giclee) printing experience, printer maintenance
- Canvas stretching, varnishing, texturizing

[Fabric.com](#)

Product Photographer & Retoucher

2013
Atlanta, GA

- Extensive color correction, color matching fabrics, photographing to scale & Digital SLR experience
- Advanced imaging techniques with Adobe Photoshop, Bridge, Lightroom, and Capture One
- Product photography experience with Profoto and Elinchrom strobe lights
- Batch process editing and web/digital optimization experience

Oneup Innovations Inc.

Photo Editor & Product Photographer

2012 – 2013
Atlanta, GA

- Responsible for all [product photography](#), studio maintenance and management
- Advanced imaging techniques with Adobe Photoshop, Bridge, Lightroom, and Capture One
- Worked closely with Art Director & Graphic Designers for the creation of designs for ads published in Rolling Stone, Liberator.com, Cosmopolitan, Jezebel Magazine, and Creative Loafing
- Experience with preparing photos for web, color correction, sizing, and digital optimization

Astolfi Art

Gallery Assistant & Photo Editor

2010 – 2012
Atlanta, GA

- Responsible for maintaining artists' pieces, invoicing pieces for clientele
- Responsible for maintenance of Constant Contact email database and client information
- Photographed Artwork and created designs for books, invitations, and proposals
- Worked with the director on planning details of exhibitions
- Responsible for art placement and lighting the art appropriately
- Provided a friendly atmosphere for anyone coming into the gallery

[F22 Studio](#)

Photography Assistant & Retoucher for Cara Pastore

2011 – 2012
Atlanta, GA

- Lighting Technician, photo assistant and image editing experience
- Responsible for maintenance of Mailchimp email contact database and client information
- Photographer volunteer for Be Proactive promotional material, and to expand F22 studio
- Photography teacher for "Art in Action!" program to help enrich and inform under-served middle school and high school students in Atlanta's public school system

[Todd Murphy Antarctica Project](#)

Creative Assistant & Photo Editor

2010 – 2011
Atlanta, GA

- Digital Imaging Specialist for Todd Murphy, editing photography from [Antarctica](#) and color correction
- Archive Specialist- Responsible for photo file management and organization

AWARDS & PUBLICATIONS

2019 *Skills USA Georgia*, Photography Competition Judge (Atlanta, GA)

2018 *VoyageATL*, ATL's Most Inspiring Stories Interview (Atlanta, GA)

2017 *Sean Kelly Time Bomb, Baby*, Full album & album cover art, Mpress Records (New York, NY)

2017 *Georgia Voice*, Full Cover Back Page, Volume 8, Issue 9 (Atlanta, GA)

2013 *Advanced Materials*, 25th Anniversary edition, Front Page Cover, Volume 25, Issue 36

2012 *South by Southeast (SXSE) Magazine*, June edition (Atlanta, GA)

2011 *FORM: Artistic Independence 2011*, Archived by the Library of Congress (Atlanta, GA)

2010 *Ballermx Two* album cover for 10-foot ballerina (Darius Stevens) (Atlanta, GA)

2007 *Message in a Bottle* Exhibition page spread, Charlotte Observer Newspaper, (Charlotte, NC)

- 2007** Selected for travel to New Orleans and collaboration with artist Deborah Luster and Director of Education of the Light Factory, Charles Thomas
- 2006** Photography award in Youth Art Scholarship Competition - Matthews Art Festival (Matthews, NC)
- 2006** Chosen for 12-day trip to Italy with Interior Design class to study architecture/design

EXHIBITIONS

- 2020** *CreateHer*— Kai Lin Art Gallery (Atlanta, GA)
- 2019** *Nine: Visions*— PB & J Gallery (Atlanta, GA)
- 2017** *Raw Artists "Verse"*— The Masquerade (Atlanta, GA)
Pancakes & Booze — Georgia Freight Depot (Atlanta, GA)
- 2016** *Pancakes & Booze* — Georgia Freight Depot (Atlanta, GA)
N' Your Space — Design Within Reach, A (Atlanta, GA)
The Hunted Fox (solo exhibition)—Spacetwentytwo (Atlanta, GA)
- 2015** *Balance Design Fall Collection* — Balance Design (Atlanta, GA)
- 2014** *Concepts 2014* — Atlanta Photography Group Gallery (Atlanta, GA)
Photographer's Choice 2014 — Atlanta Photography Group Gallery (Atlanta, GA)
- 2012** *Pancakes & Booze* — Gallery 1526 (Atlanta, GA)
Silver & Ink — Dewberry Gallery (Atlanta, GA)
- 2011** *Open Studio* — SCAD (Atlanta, GA)
ELEVEN - Astolfi Art (Atlanta, GA)
deFINE Art — SCAD (Atlanta, GA)
- 2010** *Open Studio*- SCAD (Atlanta, GA)
SCAD Atlanta Photography Exhibition — Atlantic Station (Atlanta, GA)
Alchemy: Contemporary Works & Antiquarian Processes — Studioplex (Atlanta, GA)
A Life Beyond Your Own - RAW Space (Atlanta, GA)
- 2009** *SCAD Atlanta Photography exhibition* - Atlantic Station (Atlanta, GA)
- 2007** *Message in a Bottle* - The Light Factory (Charlotte, NC)