



Katie Hilbert Bardou

Photographer/Retoucher/Editor/Producer

This is Me

Inbound problem solving marketing specialist, experienced in omnichannel content and marketing strategies, start to finish photography, advertising, and all things creative. Product and lifestyle photographer with 20+ years of experience collaborating to make eye catching magic. With a cheerful and clever attitude, approaching each project with fresh ideas to expedite development and production. A Martha Stewart wanna be who loves crafting up fun campaigns, a focus on detail, and engaging people.

Work Experience

Senior Freelance Photographer 2010 – Current
THS Creative Marketing & Advertising | Greensboro, NC

- Worked with 120+ clients from small start ups to multi million dollar retailers.
- Orchestrated over 75 location shoots (local, regional, and national) and delegated contract staff including assistants, prop designers, and grips while maximizing budgets.
- Leveraged expertise in professional digital photography workflow and reduced emails to 2-3 from 5-10, to efficiently determine project goals and equipment needs.
- Oversaw on set creative direction/ production, simplified the process by 30%, while interpreting client's vision/feedback into a tangible product to be used in multiple formats for customer marketing campaigns (E-commerce, Print, Catalogs, etc.)

E-Commerce Art Director/ Senior Photographer 2019 – 2022
Market America | Greensboro, NC

- Reorganized merchandising, styling, art direction, and photography of: products, freelance crews, and live events for 7 brands to streamline efficiency by 25%.
- Collaborated with executive and marketing team to improve and accurately interpret production requirements, layouts while maintain branding.
- Enhanced customer engagement, by 30% with new social media advertising campaigns.
- Acted as production support and optimal organization to save time by 25%, in cataloging/ archiving image and RAW media databases and file development. Shot/ Retouched/edited all photography.

Senior Photographer/ editor 2005 – 2011
Kreber Marketing & Ad Agency | High Point, NC

- Produced a high volume of work; demanding, heavy production environment; 6-8 sets, to meet tight deadlines, on budget, and strict quality guidelines.
- Spearheaded the photo design strategy for product campaigns; working closely with art directors and designers.
- Supervising a group of 5 interns, photo assistants, grips and prop personnel, delivered more jobs under budget, by cross training and mentoring.

Photographer 2003 – 2005
Viewpoint Studios | Greensboro, NC

- Followed best practices for in studio and on location photography working with clients on a daily basis and displaying best customer service practices.
- Maintained equipment inventory, set preparation, and assisted with post production.
- Acted as production support, optimal organization saved time by 25%, in cataloging/ archiving image and RAW media databases and file development. Shot/ Retouched/edited all photography.

Speciality Areas

E-Commerce/ B2B/Marketing
Table Top/ Small Product
Architecture/ Interiors
Home Furnishings/ Large Scale
On Figure/ Model
Soft Goods
Food / Hospitality

Best Traits

Detail Orientated
Multitasker
Resilient
Sees the Big Picture
Analytical Thinking
Perceptive

Contact

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Education

**Studio Art
Photography/ Graphic Design**
BA, Magna Cum Laude
Meredith College
1997-2001

Photography
BFA, Magna Cum Laude
Savannah College of Art and Design
2001-2003

Programs

Capture one Pro
Adobe Creative Suite
Jira and Monday
Microsoft Suite

Skills

- Photography
- Marketing
- Project Management
- Editing
- Story Telling
- Post Production