

# KATHRYNE HALL

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## AWARDS & EXTRAS

2023: ASME Finalist: Best Celebrity Cover.

2023 SPD Gold Medal: Best Digital Photographer, Documentary.

2022: ASME Finalist: Best Fashion and Style cover.

2021: ASME Winner: Best Digital Illustration: Hunter Schafer digital cover.

2023, 2022, 2021 ASME Judge.

2012-2015: NY Arts Advisory Board.

## VIDEO & SOCIAL PROJECTS

### ALLURE BEST of BEAUTY EVENT

Produced video for sold-out Best of Beauty ticketed event in Oct. 2023.

### ALLURE WESTFIELD VIDEOS 2023

Produced beauty video series to run across all Westfield malls in America..

### ALLURE HUNTER SCHAFER DIGITAL COVER SEPT. 2020

Concepted and produced AR video, working with digital artist Ines Alpha, stylist Nicola Formichetti, photographer Daniella Midenge. Winner of *ASME's 2021 Best Digital Illustration*.

## ALLURE & GLAMOUR - Visuals Director - July 2019-Present

- Establish and evolve overall visual strategy for brands across platforms including print, digital, social & experimental media.
- Create concepts for visuals for all commissioned shoots.
- Curate photographers and teams to fulfill creative direction, ensuring quality and consistency of all brand visuals.
- Negotiate creative, budgets, and contracts with vendors.
- Directly produce complex cover shoots for Allure and Glamour, including Glamour's annual Women of the Year and Allure's Best of Beauty, providing visual direction on set and acting as brand representative with talent.
- Oversee the visuals team across all aspects of visuals production including assigning photo, illustration and video projects, providing concept boards, managing schedules, workflows and budgets, liaising with vendors, and communicating across the team to ensure that each project is successful and delivers on agreed upon creative direction and quality standards.
- Oversee the global production and content budget for the brand, including setting individual shoot budgets, tracking spend, ensuring financials remain on track, and identifying when to escalate to Global Operational and Finance partners.
- Handle confidential and sensitive information with discretion, diplomacy, and tact.
- Build relationships remotely and across cultures and timezones for worldwide content creation.

## GLAMOUR - Deputy Visuals Editor - July 2015-July 2019

- Concept and Produce Women of the Year portfolio, Well Features and Digital Covers.
- Represent Glamour on set with political figures, celebrities, activists, and others.
- Research and book new photographers, coordinate concept creation of and production of photoshoots, and negotiate contracts.
- Oversee and mentor Associate Photo Editor.

## FREELANCE PRODUCER - Nov. 2013-June 2015

- Produce still and motion shoots from prep to shoot, managing all aspects of prep, on set and post, including, casting and scouting.
- Clients include Glamour, Laird+Partners, Chandelier, Victor&Spoils, Hen's Tooth Productions, and others.

## GLAMOUR WOMEN OF THE YEAR 2018 NASSAR TRIAL: SISTER ARMY VIDEO

Produced video directed by Jason Schmidt and Cottage 8 Films.

## GLAMOUR WOMEN OF THE YEAR VIDEO BOOTHS 2016-2018

Concepted and produced special effects and AR videos directed by Mark Leibowitz.

### PANELS & LECTURES 2023

The Luupe: Future of Editorial Photography.

Guest Lecturer for Western Washington University.

### SKILLS

CS Suite, Bridge, Photoshop, Microsoft Office, Google Workspace.

Skilled at working with talent requiring special care, from high level politicians to trauma survivors and A-list celebrities.

### EDUCATION

#### COLLEGE OF WOOSTER

Wooster, OH - B.A. in Studio Art, *magna cum laude*.

#### UNIVERSITY OF ZIMBABWE

Harare, Zimbabwe – study abroad semester, focus: political science.

#### NEW YORK ARTS PROGRAM

NY, NY - off campus semester working with artist Lesley Dill.

## CLM AGENCY - Executive Producer - Sept. 2012-May 2013

- Lead agency producer for Norman Jean Roy, Rankin, Platon, Robert Maxwell, Christian Witkin, and Steve McCurry.
- Coordinate transfer of roster to CLM for agent, David Maloney.
- Maintain producer responsibilities from position at Art Department (listed below).
- Manage client relations and negotiations.
- Produce motion aspects of advertising campaigns.
- Editorial clients include: Glamour, Vogue, Teen Vogue, Vanity Fair, Allure, GQ, The New York Times Magazine, The New Yorker, and others.
- Select Advertising campaigns: Oscar de la Renta, Tory Burch, Banana Republic, L'Oreal, Ann Taylor, Rolex, Revlon, Kate Spade, and others.

## ART DEPT AGENCY - In-house Senior Producer- Dec. 2004-Aug. 2012

- **Senior Producer** for Norman Jean Roy, Robert Maxwell, Platon, Christian Witkin, Steve McCurry and Mary Ellen Mark.
- Produced over 150 shoots for "The Originals" series by Robert Maxwell for T, The New York Times Style Magazine.
- Create and actualize budgets, advances, and final invoices.
- Create pre-pro books, call sheets, on set production.
- Maintain monthly trackers for income and contract fulfillment.
- Act as liaison with syndication agencies.
- Create and maintain monthly spreadsheets of income.

## VANITY FAIR - Assistant Photo Editor - Feb. 2001-Dec. 2004

- Photo Editor for Vanities, Hall of Fame, and Dunne Diary.
- Choose photographers, conduct photo research, manage budgets, select crew & locations, and edit shoots.
- Assist on cover shoots.