

MEREDITH GAUSCH

CONTACT

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SKILLS

Adobe Creative Suite

Photo Research

Image Editing

Asset Management

Problem Solving

Teamwork

Leadership

Communication

EDUCATION

Rochester Institute of
Technology
BFA in Photography

PROFILE

Creative and dedicated Photography Director with 19 years of experience telling stories through imagery. Specialized in photo research and editing for marketing needs. Dynamic leader and expert collaborator with a rich international perspective.

EXPERIENCE

Director of Photography, Grand Circle Corporation 2019-2023

- Directed high performing team of in-house photo editors and freelance associates; ensured successful execution of all marketing projects
- Created a comprehensive visual style guide to support the company's brand and marketing objectives
- Implemented and maintained a digital asset management system of over 200k assets, including metadata and usage rights, to ensure efficient management of visual content
- Collaborated with the marketing teams to develop and execute promotions across channels that aligned with the company's goals and target market
- Managed photography budget of up to \$800k per year
- Developed strategies to improve efficiency and streamline processes within the creative department, resulting in cost savings and increased productivity
- Managed the post-production process of all photographs, including editing, retouching, and color correction
- Planned, photographed and directed on-site photo shoots for international projects; hired photographers and handled logistics

Photography Manager, Grand Circle Corporation 2008-2019

- Collaborated with marketing team to ensure promotional goals and deadlines were met
- Managed high performing team of in-house photo editors and freelance associates
- Researched owned and stock imagery that resonated with target audiences for all marketing channels; web, email, print, social media
- Worked with stock agencies on agreements, image licensing and reconciling spend

Photo Editor, Grand Circle Corporation 2005-2008

- Researched owned and stock imagery that resonated with target audiences for all marketing channels; web, email, print, social media
- Reconciled stock photography costs
- Archived imagery in digital asset management system for promotions