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New Media, Digital Communications Undergraduate Major  
Oregon State University, College of Liberal Arts

Completed June 2011

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Non-Profit Community Organizer | Fundraising and scholarship development  
KELLY CHRISTENSEN MEMORIAL SCHOLARSHIP

March 2013 - 2022

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○ Digital Creation Lead | Project management Nike apparel studio  
MINDLANCE contract at NIKE

March 2022 - Present

- Project manage digital image assets from dimension partners to retail.
- Assign, track and manage daily tasks. Troubleshoot clarifying questions.
- Accountable for managing and coordinating updates between dimension partners and studio image artists.
- Coordinate with partners to resolve miscommunications between design and studio production teams.
- Provided analytical data to key stakeholders, managed workload for the studio and negotiated timelines.
- Advocate team workflow needs with product operations when negotiating calendar gates for studio partners.
- Maintain the accuracy and availability of apparel product images according to Nike image standards.

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○ Content Director | Commercial digital content administration  
ORBIT1

July 2020 - March 2022

- Marketing content creator, including web, retail, social, video media, e-mail, and events.
- Discord, Telegram, GitHub, PR communications, and content authoring.
- Distributed communications utilizing CRM database, Mailchimp, Facebook, Twitter.
- Coordinated with contractors and organized content production workflows.
- WordPress website development, content writing, and media management.
- Adobe Premiere video production. Vertical video conversion. Transcript caption text.
- Digital publisher familiar with InDesign, Canva, Amazon and Apple Books, iTunes Connect.

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○ Photographer | Photography style editor, content manager, team supervisor  
AIRBNB

April 2019 - March 2020

- Photographer of vacation homes for showcase on Airbnb Plus.
- Supervised inspections to meet Airbnb Plus standards in design.
- Coordinated with hosts to plan photography sessions.
- Coordinated with Art Director to produce images consistent with the style guide.
- Managed photo team, provided feedback and training.
- Slack team communication and remote work coordination experience.
- Remote digital asset management. FTP, CRM, Lightroom, Bridge, Photoshop.

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○ Creative Director | Photo studio marketing, management, and business development  
PACIFIC DREAM PHOTOGRAPHY

August 2018 - May 2019

- Leadership team member working to unify business strategy and brand marketing.
- Photography and videography director, overseeing the edits of staff across photographic products.
- Responsible for maintaining a consistent digital asset management system and backups.
- ShootProof, SmugMug, WeTransfer, FTP uploading edited photos and collections.
- Developed creative skills and workflows within the team of photographers and assistants.
- Studio manager engaged in conceptual development, execution, sales, and marketing.

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○ Media Specialist | Commercial photographer, VR producer, videographer

GUARANTY

September 2013 - August 2018

- Commercial photography for display marketing of recreational vehicles.
- Oversaw visual marketing content, including web videos, retail billboards, social ads, and direct mail.
- 360-degree VR AR walkthrough and virtual tour production.
- WordPress website development and content management.
- Experience with Canva Pro, Affinity Photo, Facebook Creator Studio, WordPress, Twitch studio.
- Designed a marketing funnel for new RV service customers.
- Video and photography of recreational vehicles and Chevrolet automobiles.
- Writing and layout design of RV owner's onboarding book.
- Lead coordinator of on-location production.

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○ Photographer | Outdoor tourism content creator

ROGUE WILDERNESS OUTFITTERS

May 2011 - September 2013

- Travel Oregon tourism content photographer.
- Digital product fulfillment utilizing Amazon Web Services and Seller Central.
- Social media content management, content development - photo and video, graphic design.
- Operated professional photography equipment, advised the use of technical equipment.
- Extensive experience with Adobe Creative Suite, Photoshop, Lightroom, Premiere, Audition, Indesign.
- Planned and organized travel and photography production workflows.
- Content collaboration with Parks Dept. Orange Torpedo, Galice Resort, Morrisons Lodge.
- Packaged and sold high-quality digital lifestyle photographs for print, digital, and social media use.
- Organized, uploaded, and created metadata for digital asset management.

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○ Video Editor | Photo / Video editing for Dutch Bros. marketing

DUTCH BROS. COFFEE

June 2009 - June 2012

- Camera operator, video editor for marketing, and internal training videos.
- Produced video content with product updates, video blogs, instructional videos.
- Developed, and maintained online video documentation and SEO.
- Developed a professional social media account management strategy.
- Created motion graphics, in collaboration with the brand manager.
- Compression and encoding of video content for online use.
- Maintained video equipment and video archive in Final Cut Pro / Adobe Premiere Pro.

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○ Computer Networking Technician | Live event IT support and network administration

OREGON STATE UNIVERSITY ATHLETICS

August 2008 - June 2010

- Upgraded, and maintained enterprise computer technology.
- Networked workstations to campus domain and administrated active directory.
- Trained staff in computer software, e-mail, word processing, and database applications.
- A+ and Network+ computer hardware and software troubleshooting.
- Managed network administrative operations including server backup and user issues.
- Developed IT strategies and workflows for live game day event services.

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To view the Billy Newman photography portfolio and video reel, scan the QR code.

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billynewmanphoto.com

