

MADELINE GALER

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Websites, Portfolios, Profiles

- madelinegaler.com

Professional Summary

Highly motivated Content Creator with proven track record developing engaging content. Works well independently as well as collaboratively. Adept at managing multiple projects while producing successful outcomes. Detail-oriented team player with strong organizational skills.

Skills

- Adobe Creative Suite
- Photo Retouching
- Shooting Live Video
- Sound Editing
- Advanced Retouching
- Digital Asset Management
- Art direction
- Storyboarding
- Visual storytelling
- Motion graphics
- Team Building
- Video Advisor

Work History

Junior Art Director

11/2023 - Current

Bonobos – New York

- Managed art direction for print and digital materials, ensuring consistency across all platforms.
- Collaborated with photographers and stylists on photoshoots, producing high-quality images for marketing materials.
- Met aesthetic and technical criteria to complement design usability and enhance functionality with attractive layouts.
- Enhanced video production quality by implementing innovative filming techniques and equipment.
- Presented production ideas and determined creative scenarios for production and delivery.
- Researched and built out what equipment and technology the team would need to produce high-quality videos for the PDP's.
- Organized assets by collecting data from camera media, transcoding video, and audio files and managing file backup to digital asset management system.

Senior Digital Photo Technician

01/2022 - 11/2023

Bonobos – New York

- Collaborated with creative teams to develop visually appealing storyboards and shot lists for various projects.
- Utilized computer software for uploading digital images from storage devices
- Delivered edited digital files to clients for print and online use
- Oversaw edits of images for upload and presentation on company website and social media
- Applied practices to retouch high-volume e-commerce, product photography and still-life flat images
- Match color back to actual product samples and ensure color consistency between image assets
- Directed work of lighting and sound crews to coordinate efficient production operations.
- Organized assets by collecting data from camera media, transcoding video, and audio files and managing file backup to digital asset management system.

Assistant Photographer and Videographer

01/2018 - Current

Casey Spring Photography – Remote

- Cropped, manipulated and performed color-balance for final images
- Took test shots to verify proper camera operations
- Maintained organized digital archives of raw footage, final edits, and other assets for easy access and retrieval.
- Adapted quickly to changes in project scope or direction by revising edit decisions based on updated creative briefs or client feedback.
- Delivered edits on time for reviews and final delivery.
- Enhanced video quality by applying color correction, grading, and special effects techniques.

Education

Bachelor of Arts: Photography And Intermedia
Western Michigan University - Kalamazoo, MI

01/2018

Podcast Production

Podcast producer with a proven track record of successfully conceptualizing, planning, and executing engaging audio content. Proficient in all aspects of podcast production, including scriptwriting, audio recording, editing, sound design, and post-production. Demonstrated ability to collaborate with hosts, guests, and team members to create high-quality and compelling episodes. Well-versed in using industry-standard audio editing software and familiar with current trends and best practices in podcasting. Strong organizational and project management skills, ensuring smooth workflow and timely delivery of episodes. Passionate about storytelling and creating impactful audio experiences for diverse audiences.