

Alice Kathryn Richardson

www.linkedin.com/in/AliceKathrynRichardson

www.alicekathrynrichardson.com

Expertise

A creative, self-starting new media photojournalist, producer and storyteller, Alice created The Clean Food Club, an online publication about food and sustainability innovation in New England. She has 8 years of experience in photography and editing, and 6 years of experience shooting and editing video, creating layout and web design, and creating and curating social media content. Her work recently appeared in The Boston Globe and on NECN cable news. Alice is committed to supporting local and sustainable food businesses by telling their stories with photo and video.

Experience

The Clean Food Club, Founder and Principal Content Creator

Boston, MA
May 2016-Present

- Developed publication from concept to fruition, created newsletter and social media channels with over 1,700 followers, developed successful relationships with foodies across the region
- Researched stories, wrote articles featuring local and sustainable food entrepreneurs, created photo and video content for weekly story deadline using Adobe Photoshop, Premiere, InDesign
- Developed work for clients, including The Trustees at the Boston Public Market, the Sustainable Business Network of Massachusetts, and Incredible Foods Inc

FreshBox Farms, Marketing Associate (Contract)

Millis, MA
Nov-Dec 2016

- Researched and wrote blog posts about organics, hydroponics, and other agtech topics
- Created a social media posting schedule, wrote and curated content featuring products and partners according to brand voice for Facebook, Facebook Live, Instagram and Twitter
- Conducted in-store product demos, gathered market research about consumer interests
- Developed recipes using FreshBox Farms' products, photographed meals and ingredients

Harvard Graduate School of Education, Marketing Specialist (Contract)

Cambridge, MA
March 2016

- Photographed Professional Education programs, created layout for internal HGSE handbook
- Created Twitter account for Professional Education program at HGSE, developed brand voice
- Created a social media posting schedule, wrote and curated content according to brand voice

Bose Corporation, Project Manager and Audio Video Producer

Westborough, MA
Mar 2014-
Oct 2015

- Managed multiple global production teams of internal and external clients, copywriters, video editors, and audio engineers to create demonstration engagements and digital signage
- Scheduled jobs from concept to completion, priced out vendors and created budgets
- Used Yellow Belt Certification in Lean Enterprise System to improve process and reduce demonstration failure rates from 27% to 10%, projected dept. savings of approx \$1M in FY 2016
- Managed pre-production of live broadcasts of Bose products for QVC, HSN and TSC channels

Alray Scholars Program, Multimedia Producer (Volunteer)

Boston, MA
2012-2014

- Photographed, edited fundraising event photos for newsletters using Adobe Photoshop
- Shot and edited video for web and social using Adobe Premiere
- Designed layout for newsletters and brochures using Adobe InDesign

Judith Sargent Photography, Photography Studio Coordinator

West Roxbury, MA
2013-2014

- Assisted primary photographer with photo gear and lighting at photo shoots
- Processed photos in the office (metadata, tagging), scheduled printing, framing, pick up
- Created photo ornaments and proof books for customers

Red Clay Studio, Social Media Manager, Product Photographer, Web and Print Designer

Chadds Ford, PA
2010 - 2014

- Developed website using Wordpress, regularly updated with current and engaging content
- Built Facebook profile and developed followers, strategy for online brand presence
- Photographed new store merchandise, studio work; edited photos for web, social and print
- Created layout designs for web and print promotions using Adobe InDesign

The Hour, Social Media and Communications Manager, Product Photographer

Alexandria, VA
2012 - 2013

- Maintained social media and e-marketing campaigns to increase customer engagement
- Photographed new store merchandise, edited for web, social and print using Adobe Photoshop
- Designed layout for the *Capitol Cocktails* book, published August 2012, using Adobe InDesign

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Experience

Discovery Communications, Digital Distribution and Partnerships Intern

Silver Spring, MD

Spring 2013

- Managed metadata, artwork, Closed Captioning across storefronts: Amazon, Google, iTunes
- Produced rights-cleared versions of *MythBusters* for distribution on multiple platforms
- Researched titles for DVD and Blu-ray production using multiple library systems

Greenpeace, Photography Intern

Washington, DC

Summer 2012

- Photographed protests around DC, edited for social media; produced set, lighting for internal studio portraits; wrote metadata, catalogued photographs for digital and film archives
- Designed interactive webpage on TunaSecrets.com with social media, video production teams

Greenville Arts Council, Photography and Mixed Media Art Teacher

Indianola, MS

2010 - 2011

- Created weekly lesson plans, and taught two, year-long adult photography classes and one children's mixed media class

Education

The George Washington University, Corcoran School of the Arts and Design

Washington, DC

Master of Arts: New Media Photojournalism

2011 - 2013

Received the 2013 *Outstanding Achievement in Leadership* award

University of Michigan, School of Art and Design

Ann Arbor, MI

Bachelor of Fine Arts: Art and Design

2005 - 2009

Exhibitions and Publications

The Boston Globe, *online*, September 2017: photograph of the Boston Local Food Festival

New England Cable News (NECN), *division of NBCUniversal*, September 2017: video of the Boston Local Food Festival

Retrospective, *The Common Cup*, October- November 2017: photograph on display

Deserts in the District, *Corcoran Gallery of Art*, April-June 2013: social documentary filmed with Canon 5D Mark II, III and Sony XD Cam; edited in Adobe CS6, Final Cut Pro 7. Designed, curated website: www.desertsinthedistrict.com

This is Not a Photo, *Corcoran Gallery of Art*, November 2012: jury-selected photo submission in FotoWeek DC exhibition

Greenpeace, *online*, July 2012: photograph of a GP protest displayed on GP homepage

Capitol Cocktails, published August 2012: layout designer for print publication

Convergence, *Corcoran Gallery of Art*, August 2012: jury-selected photo submission

CAP Collective, *THEARC*, June 2012: jury-selected photo submission

Standing Heat, *The Front*, May 2010: jury-selected photo submission

Photographs from Travels, *The Common Cup*, June 2009: solo photo show

Hello: My Name Is, *Slusser Gallery*, May-June 2009: undergraduate senior thesis exhibition