

MELANIE KRATOVIL

WORK EXPERIENCE

August 2006 – June 2009

**Bare Necessities Tour & Travel
Austin, TX**

Chief Operating Officer/ Photographer/ Art Director/ Graphic Designer

- Designed print materials for advertising and promotional purposes including: brochures, direct mail campaigns and graphics for company's website
- Worked with printer and advertisers to ensure highest quality of printed materials and meet monthly deadlines
- Edited imagery using Photoshop and executed design layout using InDesign
- Designed, executed and coordinated trade show booth and sponsorship opportunity for Key West's Fantasy Fest 2008.
- Instituted, created and maintained bi-weekly E-NEWSLETTER (circulation 10,000)
- Coordinated with cruise director onboard to integrate companies program with cruise lines program during site inspection trips for chartered event
- Managed general staff (30 people) for onboard activities, sales and information desk as well as 5 person office staff on daily basis.

January 2006-August 2006

**The Mobile Film School
Austin, TX**

Assistant to Executive Director

- Designed promotional materials
- Coordinated meetings and fundraising events
- Assisted in creating strategic marketing plan
- Hired and managed interns
- Official photographer for events
- Built and maintained media list
- Facilitated interviews with Executive Director
- Composed press releases and other press materials

January –September 2005

**Paul Nurnberg Photography LLC
Savannah, GA.**

Marketing Coordinator/ Photo Assistant/ Stylist

- Designed and created promotional materials.

- Assisted photographer on shoots in studio and on location
- Portfolio development, design and execution.
- Researched potential clients, created relationships with new clients and maintained communication with existing clients.
- Provided client with job estimates.
- Maintained shot list and digital workflow during shoots and provided post-production services to clients.
- Worked closely with Art directors and Creative directors.
- Worked as lead stylist on photo shoots

January 2004-March 2004

Joyce Tenneson Photography

New York City, NY

Intern

- Retouched images using Photoshop
- Mailed promotional materials and constructed press packets.
- Tended to client and photographer during shoots.

EDUCATION

Maine Media Workshops - 8/2009 – 9/2009

Photo Residency Program:

- On Assignment with National Geographic Traveler w/ Linda Meyerriecks
- Photographing the Human Condition w/ Dominic Chavez
- Event Photography w/ Steve Krongard
- Field Techniques for Documentary Photography w/ Thatcher Cook

Savannah College of Art and Design - 9/2000 – 8/2004

BFA/ Photography

- 3.8 GPA in major. Graduated with honors.

RELATED SKILLS AND COURSEWORK

- Adobe CS4, Operating knowledge of both Mac and PC platforms, Microsoft Office, Epson drivers, FileMaker Pro, set construction, handmade book design and execution, digital workflow, use of canon 35mm digital cameras, and large format, medium format and 35mm film cameras.