

RACHAEL LIEBERMAN

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IG @liebs123

EMPLOYMENT

Freelance Creative Producer, Los Angeles, CA December 2015 - Present

Produce and art direct photo shoots creating still and moving images for editorial publications including Rolling Stone, The Hollywood Reporter, Billboard, Health and People magazine. Work as a producer with photographers such as Austin Hargrave and Shaughn + John for clients like Asana and Beats by Dre.

Contributing Photo Director, UCLA Magazine, Los Angeles, CA April 2019 - Present

Assign, produce and art direct compelling visuals for UCLA's well-regarded quarterly alumni print and digital magazine.

Contract Photo Editor, Apple, Culver City, CA April 2020 - April 2021

Contract Photo Editor, Apple, Culver City, CA April 2019 - October 2019

Worked on both the IS&S Marketing team as well as the Media Products Design team to research and license existing imagery as well as create original photo and video content across multiple lines of business. Interacted daily with key players on numerous other teams within the company as well as external partners and vendors to align creatively, adhere to talents needs, manage a schedule and stay within budget.

Consulting Photo Editor, Hulu, Santa Monica, CA March 2016 - September 2016

Established a still photographic presence at the streaming network by assigning, editing and distributing content for original series' and maintained an organized and efficient digital photographic library of old and new assets. Enforced and met deadlines while being a champion for excellent quality. Project managed the production of key art photo shoots for global campaigns.

Director, Content Production, AMC, New York, NY February 2014 - December 2015

Managed a department of three and handled all still photographic assets for original programming while streamlining workflow to ensure the overall photography was up to the network's standards. Produced and edited photo galleries and communicated retouching notes with outside agencies. Selected and distributed assets to social partners and media outlets to help promote the network and its hit shows. Sent out and tracked all talent photo approvals. Built and maintained positive relationships across the company. Leveraged those relationships to develop assets that benefited all partners involved.

Sr. Manager, Photo Production, NBCUniversal, Universal City, CA June 2012 - January 2014

Worked with publicity, on-air promo, off-air advertising, programming and showrunners to develop a strategy for the creative campaign of longstanding tentpole shows. Assigned, conceptualized and produced key art and gallery shoots while working closely with production on scheduling and budgeting.

Sr. Associate Photo Editor, Entertainment Weekly, New York, NY February 2011 - June 2012

Associate Photo Editor, Entertainment Weekly, New York, NY February 2008 - February 2011

Assistant Photo Editor, Entertainment Weekly, New York, NY July 2006 - February 2008

Assigned and produced feature and cover photo shoots which required location scouting, budgeting, managing crews, art directing on-set and occasional travel. Coordinated daily with editorial, art, production and on-line departments to meet weekly deadlines. Worked with publicists, movie studios, and TV networks on weekly sections, upcoming features and special issues. Negotiated usage fees with stock agencies.

ACHIEVEMENTS

- APA Awards 2012 1st Place, PDN Annual 2012 Finalist for "Princess Bride Reunion," photograph by Art Streiber
- 47th Annual SPD Competition Merit winner for "Harry Potter" (So Long Harry), photographs by Martin Schoeller, Dan Winters, and Henrik Knudsen
- "Heartbreak Kid" feature (Jason Segel) published in "AP25," photograph by Danielle Levitt

SIDE PROJECT

- Fundraise and plan events to create awareness for Multiple Sclerosis raising more than \$100K over the past 14 years

QUALIFICATIONS

- Proficient in Adobe Creative Suite, Microsoft Office, various CMS, Instagram, Squarespace, Wordpress, iWork suite

EDUCATION

Northeastern University, Boston, MA September 2000 - January 2004

B.S., cum laude in Graphic Design, with a Minor in Business, and a Concentration in Advertising and Photography

University of California, Los Angeles, Professional Program in Producing, Remote January 2021 - March 2021

Certificate from the School of Theatre, Film & Television