

# Carrie Leonard

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CarrieLeonard.com

## EXPERIENCE

### Writer/Copy Editor/Photographer, Freelance

August 2020 - Present

- Write and edit digital-first content. Experienced with AP and Chicago style, copy editing, line editing, and developmental editing.
- Shoot and retouch product, lifestyle, and editorial photography. Experienced with image manipulation and optimization.
- Clients include: education nonprofits, local businesses, and e-comm.

### Photo Director, Tri-Coastal Design — New York, NY

March 2016 - August 2020

- Managed all photo needs for design/manufacturing company.
- Established company photo department: Built-out photo studios in Manhattan and New Jersey, developed company-wide photo request procedures, and established an asset management system that unified the photo and design departments.
- Increased sales: Collaborated with Amazon sales team to enrich Amazon storefront. Elevated photography, graphics-enhanced images, and product video directly led to quadrupled sales in one year.
- Developed image content strategies for the launch of retail e-comm sites.
- Collaborated with cross-functional teams to launch product lines for licenses including Brookstone, Disney, Marvel, Nautica, and Juicy.
- Supervised internal photo team as well as edit/retouching vendors.
- Worked autonomously with remote teams in London, Dublin, and Milan.

### Copywriter/Photographer, Freelance — New York, NY

July 2009 - March 2016

- Wrote compelling, SEO-driven copy for the web.  
Clients include: Outdora.com (luxury home & garden retailer) and The English Center (education nonprofit).
- Shot product, lifestyle, production, and editorial photography.  
Clients/publications include: Fred Rogers Productions, 9 ate 7 Productions, Scream Kings Production, The New York Times, New York Magazine, The Huffington Post

### Photo Researcher, Little Airplane Productions — New York, NY

March 2008 - July 2009

- Photographed animals and environments used in animated kids' shows: *Wonder Pets* (Nick Jr.), *3rd and Bird* (BBC), *Small Potatoes* (Disney Junior)
- Researched and acquired stock photos. Coordinated image rights.

## SKILLS & SOFTWARE

SEO

CMS

Basic HTML

Image licensing

Video editing

Adobe Creative Suite:

Photoshop

Premier Pro

After Effects

## EDUCATION

### University of Washington

Seattle, WA

Certificate in Editing

Expected completion 2023

### University of North Carolina

Chapel Hill, NC

MA in Photojournalism

### Otterbein College

Westerville, OH

BA in English/Creative Writing

## OTHER EXPERIENCE

**On-Set Photographer** for independent feature films.

**YA Horror Novelist** for book packager In This Together Media. (Yet to be published.)

Founded and led a monthly **Creative Writing Workshop** in NYC for several years.