

# Jean Herr

JeanHerr@me.com ■ 201.320.0644 ■ Columbus, OH 43201

Art Buyer  
Photography Editor  
Director of Photography  
Advertising, Digital, Marketing &  
Magazines

Accomplished producer and brand messaging professional with experience working with some of the most talented photographers and directors in the industry. Background includes visual art content coordination of print and digital, and development of advertising and marketing strategy to support editorial and commercial initiatives.

Extensive experience working in New York City with diverse corporate customers, agencies, and vendors throughout the U.S., UK and Europe. Founding photography editor of three national award-winning magazines: **Real Simple** and **Cottage Living** published by Time, Inc. and **MAXIM** published by Dennis Publishing.

Recognized for effectively aligning artistic interpretation with targeted demographics to support client goals, and working collaboratively with cross-functional teams to bring projects in on time and on budget. Known for the ability to articulate and interpret creative direction and as a valued liaison between clients, brands, and the art community.

## Experience

Photographer Selection  
Directing/Producing  
New Business Start-up  
Full Project Management  
Fee & Usage Negotiations  
Client Relations  
Budgeting/Cost Control  
Talent/Image Licensing  
Copyright Compliance  
Studio/Location Shoots  
Work Flow Efficiencies  
Team Supervision  
Celebrity/Model Casting  
Props/Wardrobe/Makeup  
Pre/Post Production  
Image Research  
Liaison-Still & Video Shoot  
Digital Asset Management



"Jean's genius is in figuring out how to create photographs that are intimate and direct." – Robert Newman, Design Director; Real Simple, **CREATIVE TEAM OF THE YEAR**, **ADWEEK MAGAZINE**

## Career Overview

**PACE**, Greensboro, NC 2009 – Present  
*Photography Editor, Art Buyer*

Oversee diverse photo editing projects with primary responsibility for Verizon's in-store collateral and in-store signage, plus digital programs that include Fios, Your Guide, The Recapp, e-Guide, and Business Solutions lab.

Recommend and assign photographers and retouchers; negotiate usage fees; oversee estimating, casting, props, and wardrobe process; manage pre-production; post-production editing; and uploading images to Verizon Wireless Brand Portal. Liaison between artist, agency and client.

Provide imagery for Partner agencies – Global Hue for the Hispanic market, Ad Asia for the Asian market, Hill Holiday, Erwin Penland and McCann Erickson for P.O.S.

Budget: Manage photo shoots of \$500,000+  
Clients: Verizon Wireless Consumer & Business groups, *Four Seasons* magazine, *blu e-cigarettes*, *Seminole Players Life* magazine (Hard Rock), *Hotline* magazine for the Carlson group, and AAA.  
Pitches: UPS and Campbell's Soup  
Results: Saved Verizon Wireless nearly \$700,000 in photo shoot costs by negotiating usage with photographers and consolidating shoots across five partner agencies and divisions.

**Cottage Living Magazine, Time, Inc.**, Birmingham, AL 2004 – 2008  
*Director of Photography*

Managed and assigned all covers, including two special issues, to drive newsstand growth (4%). Developed and directed the magazines' photographic style, managed all photography, oversaw photo budget system, supervised a staff of two, and hired all prop, food, and garden stylists.

Awards: ■ Henry R. Luce Award Finalist for Cover of the Year, 9/2006  
■ *Adweek Magazine* Launch of the Year, 2005

# Jean Herr

## Notable Collaborations

Zbigniew Rybcynski,  
Oscar-Winning Director

Robert Newman,  
Design Director

Elizabeth Mayhew,  
Style Director

Jaimey Easler,  
Executive Design Director

## Celebrity Covers

Donna D'Erico  
Carmen Electra  
Natasha Henstridge  
Alyssa Milano  
Bridget Moynahan  
Gena Lee Nolin  
Catherine Zeta Jones

## Recent Freelance

### Nomad Editions

Two start-up magazines –  
*Uncorked* and *Hemmings*  
*Classic Wheels* - delivered  
digitally to iPads.

Organized images for  
initial covers, assembled  
photography databases  
and image libraries  
targeting still-life,  
lifestyle, travel, and  
automotive shoots.

### Time, Inc.

Rapid prototype  
magazine projects:  
*Coastal Living*  
*Cooking Light*  
*Southern Living*

## Technical Skills

Photoshop  
Bridge  
Keynote  
Microsoft Office  
Digital Asset Management

## Real Simple Magazine, Time Inc., New York, NY *Photography Editor*

2000 – 2004

Hired by Carrie Tuhy to develop the magazine's aesthetic. Oversaw the photographic style and production of all covers and pages; collaborated with editors to generate artistic concepts; liaised between the art, photo, production, and editorial staffs; managed promotional material; and nurtured relationships with nationally recognized photographers and their representatives.

Budget: \$1M; supervised a staff of five

Results: Instituted cost-control program saving *Real Simple* \$250,000  
Increased newsstand circulation to 1.5M from 400,000

Awards:

- Creative Team of the Year, *Adweek Magazine*, 3/2004
- National Magazine Award Finalist, American Society of Magazine Editors, General Excellence, 2003 and 2004
- Nominated for Magazine of the Year, Society of Publication Designers, 2003
- Won several gold, silver, and bronze Society of Publication Designers awards in the photography category, 2002, 2003, 2004
- Recipient of the American Photography Award, 2001

## Mutual Funds Magazine, Time Inc., New York, NY *Picture Editor*

2000

Established photography department of start-up business magazine, participated in redesign and upgrade of photos, and oversaw relocation from Florida to New York.

## New Woman Magazine, Rodale Press, New York, NY *Photography Editor*

1998 – 1999

Initially hired to reinvigorate the look of *New Woman*, working closely with existing editor-in-chief and art director. Retained by incoming editor-in-chief to manage the transition and create a signature photographic style during a second complete redesign. Courted top photographers, managed the art budget, and established the new cover look that increased newsstand sales 25% for an average sell-through of 400,000.

## MAXIM Magazine, Dennis Publishing, New York, NY *Founding Photography Editor*

1996 – 1998

Established the photography department, initiated vendor accounts, including those with photo labs, printers, and international stock agencies. Created organizational procedures for art production, contracted photographers, and secured celebrities for covers. Assigned, produced, and negotiated all fees for shoots. Handled all photo research and online site, including a feature "The 100 Greatest Moments in Sports".

## Earlier Positions, New York, NY

1986 – 1996

Photo Researcher – Outline Press (1996); Producer, Fashion Prop Stylist (1990-1996); Photography Assistant, Production, Studio Manager (1986-1990)

## Education

Bachelor of Fine Arts, Photography, Ohio University, Athens, OH, 1983

*Guest speaker at Ohio  
University's Visual  
Communications Day,  
2008*