Brian W. Fraser

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Strategic and innovative professional with a background in product management, transitioning to a career in photo editing. Offering a unique blend of creative vision and proven expertise in project management, collaboration, and problem-solving. Excited to leverage a decade of experience in photography to contribute to visually compelling projects.

Skills:

Photo Editing - Project Management - Strategic Planning - Cross-Functional Collaboration - Adobe Creative Suite (Photoshop, Lightroom, Premiere, InDesign) - Team Leadership - Business Development - Market Analysis - Client Services - Color Correction - Visual Storytelling - Scrum Framework - UX/UI Development - Design Management Digital - Content Management - New Product Development - Product Roadmap - Cross-Functional Team Leadership - Market Launch Activation

Professional Experience:

PHOTO DIRECTOR | PRODUCER
All About Us Festival, New York, NY
June 2023 - Present

- Orchestrated and managed a team of photographers and videographers.
- Developed schedules and shot lists for efficient project execution.
- Oversaw asset delivery for post-production, ensuring high-quality results.
- Effectively communicated with festival staff to meet project goals.

FREELANCE PHOTOGRAPHER
Self Employed, New York, NY
2009 - Present

- Deliver full-scale photography services for publications, events, and private clients.
- Apply project management skills to set up lighting and equipment, ensuring optimal image quality.
- Demonstrated proficiency in editing and retouching, consistently delivering top-quality images.

BOARD MEMBER - INDIVIDUAL GIVING
Philadelphia, PA The Halide Project
2023 - Present
• Cultivating and closing individual gifts, developing successful donor strategies, and stewarding donors.

Product Management Roles (Selected Achievements):

VP CLIENT SERVICES | SENIOR PRODUCT MANAGER
Verifi Media, New York, NY
November 2021 - Present

- Managed accounts for a comprehensive suite of metadata analysis, distribution, publishing administration, neighboring rights, and music licensing services.
- Delivered valuable insights and analysis on metadata, enabling labels to make informed decisions for marketing strategies, A&R efforts, and overall business development.
- Collaborated closely with development teams, providing feedback and recommendations to enhance product features, algorithms, and metadata output.
- Achieved personal growth by spearheading strategic initiatives to streamline processes, optimize client service delivery, and drive operational efficiency.

- Led a cross-functional team in successfully executing metadata-related projects, ensuring adherence to timelines, quality standards, and client expectations.
- Contributed to the development and architecture of a data-matching algorithm, leading to a 70% increase in matched ISRC to ISWC pairs.
- Designed and managed Verifi's UI/UX-based product features.

PRODUCT MANAGER - Video Platform
JW Player, New York, NY
October 2020 - November 2021

- Defined and executed product vision and strategy for customer video management and publishing journey.
- Acted as an evangelist for the video management application, promoting new features to clients.

Education:

Bachelor of Science, Industrial Design
Georgia Institute of Technology - College of Architecture, 2005

Master of Business Administration, Marketing and Supply Chain Management
Rutgers, The State University of New Jersey - Rutgers Business School, 2011

Certificates:

Visual Storytelling Intensive Course, International School of Photography - 2023

Exhibitions:

- The Chance of Living, Brooklyn Blooms Gallery - August, 2023
- Silenc'd, Bridge and Tunnel Gallery - October 2022
- What Are We Doing Here?, Bridge and Tunnel Gallery - October 2022
- #WIP Slideshow, Mana Contemporary - June, 2019

Portfolio:

https://www.brianwfraser.com