



KELLEY FLOWERS

PROJECT MANAGER // PHOTOGRAPHER // DESIGNER

Results-driven project management professional with over six years experience in the creative and commercial photography industry. I bring a personable approach to project execution, emphasizing in meticulous planning, comprehensive preparation, and effective support in the creative space. My experience encompasses a diverse array of projects, and I consistently maintain a positive and collaborative attitude both in and out of the workplace.

WORK EXPERIENCE

PHOTOGRAPHER

Bass Pro Shops // June 2021 - Present

- Spearhead the execution of creative projects within a dynamic studio environment, specializing in offroad/atv vehicles, boats, kayaks, and outdoor lifestyle products.
- Serve as the primary liaison between stakeholders and photography team, orchestrating seamless communication and understanding of project requirements.
- Collaborate with art directors to formulate comprehensive shot lists, aligning creative visions within project objectives.
- Drive project planning and coordination, organizing timelines, schedules, and logistics for optimal efficiency.
- Actively engage with stakeholders, managing inquiries and providing expert guidance on project feasibility and execution timelines.
- Conduct and facilitate creative review sessions to ensure alignment with project goals and stakeholder expectations.

PHOTOGRAPHY ASSISTANT

Bass Pro Shops // August 2016 - June 2021

- Collaborate seamlessly with producers, stylists, art directors, and photography teams to strategically plan, prepare, and execute in-studio and on-location photography productions.
- Spearhead day-to-day operations in photo studio, meticulously managing tasks such as product and prop organization, cataloging, and maintenance of photography equipment.
- Directed and supported photographers in lighting and prop staging, ensuring a cohesive visual narrative for annual catalog and product photoshoots.
- Assumed a pivotal role as the lead photographer for seasonal and on-location photoshoots, skillfully capturing outdoor activities like hunting, freshwater fishing, offshore fishing, camping, etc., while authentically translating the brand's passion for the outdoors.
- Established and maintained effective project timelines, contributing to the overall success of photography projects and the alignment of visual content with brand objectives.

PHOTO DATABASE COORDINATOR

Bass Pro Shops // April 2016 - August 2016

- Orchestrated the seamless management and production of multiple deadline-driven photography projects, effectively handling high image volumes with a focus on accuracy and quality through meticulous metadata implementation and server organization.
- Directed the organization and presentation of photographs in post-production proofing environments, demonstrating proficiency in creating contact sheets and structuring the image database for comprehensive art director review.
- Supervised the workflow for final selects, guiding the processing and archiving procedures on the internal DAM system to ensure optimal project outcomes.

PHOTOGRAPHER // OWNER

Kelley Flowers Photography // November 2011 - Present

- Demonstrated highly skilled and self-sufficient photography expertise with a dedicated passion for presenting a distinctive interpretation of the world through the lens.
- Exhibit a unique balance of independence and collaborative strength, thriving both as a solo photographer and within team-oriented work environments.
- Partner closely with clients to define project goals and expectations, ensuring a shared vision for each photoshoot.
- Assume end-to-end responsibility for all facets of photo productions, meticulously managing pre-production planning, execution, photography, postproduction image editing, and the timely delivery of top-tier assets to clients.
- Specialize in diverse photography genres, including children/youth, sports/action, newborn, maternity, wedding, and couples photography.

CONTACT

Springfield, MO
417-399-3024
www.kelleykay.com
kelleyflowersphotography@gmail.com

EDUCATION

Southwest Baptist University
*Bachelor of Science
in Commercial Art w/
Concentration in Digital Imaging*

PROFICIENCIES

Project Management
Photography (Location/Studio)
Art Direction
Marketing
Social Media

TECHNICAL

Adobe Creative Suite

- Photoshop
- Illustrator
- InDesign
- Lightroom

Microsoft Office
MediaCompass DAM
Bynder DAM
Capture One
Lago