

# Holly Ravazzo

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[hollyrav.com](http://hollyrav.com)

## Experience:

### Photo Editor, Healthline Media (Red Ventures)

New York, NY | May 2020-present

- Source, license, and edit photos for Healthline Media's website [Medical News Today](http://MedicalNewsToday.com), which attracts 70 million monthly unique visitors.
- Work closely with the global newsroom and medical review team in order to provide photography editing for daily news articles, medical photo galleries, SEO-driven content, and social media assets.
- Upload evergreen and medical imagery into digital asset management system with keyword tags and metadata in order to maintain extensive photo database and archive.
- Art direct photo collage work for Market (shopping and e-commerce) content. Created process to reduce turnaround time from 14 days to 2 days.
- Collaborated with Design Manager and Photography Manager to develop editorial photography guidelines for the Brand Book.
- Prioritize asset requests and organize status reports regarding monthly publishing goals.

### Photo Editor, Red Ventures

Remote | November 2019-May 2020

- As the photo lead on the Ignite Team, I worked in tandem with the Design Director to set the visual direction of new Red Ventures sites. Red Ventures is a portfolio of digital brands, operating 80+ websites including [Healthline Media](http://HealthlineMedia.com), [NextAdvisor with TIME](http://NextAdvisor.com), and [CNET](http://CNET.com).
- Implemented digital asset management system within first 30 days of hire at a 24.4% cost-savings.

### Photo Editor, Major League Baseball

Remote | August 2019-May 2020

- Live edited (cropped, toned, and captioned) and archived photos from MLB games, including the 2019 World Series. Captioned to AP Style and uploaded to Getty Images.
- Updated the [MLB.com](http://MLB.com) homepage and MLB Photos Landing Page photos.
- Monitored and answered photo requests from MLB.com editorial staff and Clubs. Managed scheduling of nightly photo editors.

### Photo Editor, Wayfair

Boston, MA | July 2018-November 2019

- Supported initiatives and teams across Wayfair by sourcing imagery for the lifestyle brands that engaged customers, drove revenue, and brought campaigns—including Way Day and Black Friday—to life.
- Developed data-backed imagery best practices across channels (e.g. ads, social media, email and direct mail).
- Worked closely with engineers and the UI/UX team to develop Wayfair's proprietary digital asset management system.
- Licensed stock photography and video in order to execute major campaigns.
- Evaluated and renegotiated plan with Getty Images, which expanded the imagery catalog available to Wayfair while minimizing licensing costs.
- Identified product gaps in the imagery catalog; worked with studio and visual merchandising teams to produce new shoots.

### Photo Editing Fellow, Meredith Corp. (Time Inc. Postgraduate Fellowship)

Birmingham, AL | June 2017-July 2018

- Launched Oxmoor House's photo archive in digital asset management system SCC MediaGrid.
- Cleared photo and illustration rights with photographers and agency representatives for brands including *Real Simple* and *Southern Living*.
- Commissioned photography for brands including *Food & Wine* and *Cooking Light*.
- Managed all photography-related expenses and invoicing for Oxmoor House and troubleshooted billing problems between vendors and the accounts payable team.

### Senior Photo Editor, Student Life Newspaper

St. Louis, MO | March 2016-March 2017

- Led a team of 20 photographers for Washington University in St. Louis's award-winning student newspaper.
- Coordinated assignments between section editors and photographers. Prepared photos and wrote captions for web and print.

### Digital Media Intern, St. Louis Magazine

St. Louis, MO | June 2016-August 2016

- Organized online restaurant database, scheduled social media, and wrote online articles.

## Education & Skills:

### Washington University in St. Louis

3.49 GPA | May 2017

B.A. in Arabic, minor in art (photography concentration)

### Columbia Fu Foundation School of Engineering and Applied Science

Expected July 2023

Product Management Boot Camp; 18-week program (evenings)

**Software:** Adobe Creative Suite, Asana, Content Management Systems, G Suite, InVision, Microsoft Office Suite, Photo Mechanic, Photoshop, Slack