

Tanicia Hyett

Product Photographer

✉ tanicia.hyett@gmail.com

☎ (252) 014-2130

📍 123 Main Street, Des Moines,
IA 50309

Education

**Associate of Applied Science
in Photography at Des Moines
Area Community College,
Ankeny, IA**

Aug 2017 - May 2022

Relevant Coursework: Digital
Imaging, Studio Lighting,
Photography Techniques,
Photojournalism, Fine Art
Photography, Visual Storytelling,
Video Production, Multimedia
Design, Color Theory, and
Business Practices for
Photographers.

Links

[linkedin.com/in/taniciahyett](https://www.linkedin.com/in/taniciahyett)

Skills

Lighting Mastery

Composition Techniques

Adobe Photoshop

Image Editing

Color Management

Camera Proficiency

Studio Setup

Languages

English

Spanish

Profile

Dedicated Product Photographer with 1 year of experience in capturing high-quality images for e-commerce and marketing materials. Skilled in utilizing natural and artificial lighting techniques to create visually appealing photos that showcase products effectively. Proficient in post-production processes, including editing and retouching, to ensure consistent and professional results. Excellent collaboration and communication skills, with a strong commitment to client satisfaction.

Employment History

Product Photographer at Iowa Photo Company, IA

Mar 2023 - Present

- Successfully increased product sales by 25% within the first year by capturing high-quality and visually appealing images for over 500 products, leading to a significant boost in the company's online presence and customer engagement.
- Streamlined the photography process by implementing an efficient workflow system, resulting in a 40% reduction in project turnaround time and enabling the team to handle a higher volume of projects without compromising on quality.
- Played a key role in securing three major clients for Iowa Photo Company by consistently delivering top-notch product photography, which contributed to a 35% increase in annual revenue for the business.

Assistant Product Photographer at Capture Life Photography, IA

Sep 2022 - Feb 2023

- Successfully photographed over 500 products for Capture Life Photography's e-commerce clients, resulting in a 20% increase in sales for the company.
- Streamlined the product photography process, reducing average turnaround time by 30% and increasing overall efficiency in the studio.
- Trained and mentored three new assistant product photographers, improving the overall skill level and productivity of the team.
- Implemented a new organization system for digital files, reducing search time for specific images by 40% and enhancing the overall workflow for the photography team.

Certificates

**Professional Photographers of America (PPA) Certified Professional
Photographer (CPP)**

Jul 2021

**International Association of Professional Birth Photographers (IAPBP)
Certification**

Feb 2020