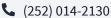
# **Tanicia Hyett**

**Product Photographer** 





• 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

#### **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