

Randy Gentry Digital Tech - Photographer - Design - Marketing

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QUALIFICATIONS

17 years' experience in commercial photo studio environments working with ad agencies, art directors, corporate marketing teams

Expert in modern photography workflows: preproduction, capture, post production, client delivery, archiving

Expert in production lighting techniques and postproduction workflow and utilization

Expert in marketing for clients utilizing: video, stills, graphic design, and email campaigns

Core Competencies

Commercial Photography
Pre and Post Production
Video Production
Adobe Creative Cloud
Computers

Studio and Location Lighting
D.A.M. Digital Asset Management
Color Expert
Social Media
Final Cut Pro

Expert Camera Knowledge
Art Direction
Marketing
Client Delivery and Follow Up
Advanced Retouching Techniques

EXPERIENCE & ACCOMPLISHMENTS

FRESH AIR PHOTO | Commercial Photography Studio | freshairphoto.com

Photographer, Senior Director of Digital Imagery | 1990 to present

Fresh Air Photo produces award-winning photography and video for a broad range of subjects and industries.

- Shoot and post-processed imagery for James Carletons brand of designer shoes
- Photographed, edited and delivered NASCAR imagery for DuPont Automotive
- Produced still and video imagery to Alemite, a leader in the lubrication industry
- Essential crew to large multi-location production for Teradata
- Produce imagery currently used by Mountain States Health Alliance in multiple ad campaigns
- Photograph architecture imagery for architects, builders, designers and businesses
- Maintain and retrieve digital archive via DAM standards while also managing computer-related networking and use

Freelance

Post-Production Editor | 2007 to present

Provide post-production services for select photographers. Editing and manipulating photographs across a range of specialties: fashion, portraiture, product, travel, and architecture.

- Utilized advanced Photoshop techniques for photographer Saskia Keeley saskiakeeley.com
- Projects: the Congo, The West Bank, and India
- Created interior designer Freddie Chesnais id-by-freddie.com finalized images for her portfolio
- Manipulated images for Lara Foley when advanced post-production is in need for her photography, NYC, and The Hamptons
- Provided photographer Violaine Rogasik violainerogasik.com finalized imagery of her children's fashion photography portfolio

Rosposs LLC | Photography-Video-Marketing Agency | Rosposs.com | [instagram.com](https://www.instagram.com) | [youtube.com](https://www.youtube.com)

Owner | 2014 to present

Rosposs provides marketing services for musicians and artists through photo shoots, video production, and graphic design services.

- Rosposs provided imagery, music videos, and event promotional designs for musician Amythyst Kiah amythystkiah.com ([facebook.com/amythystkiah](https://www.facebook.com/amythystkiah)) She has an upcoming European tour and performances with Rhiannon Giddens of Carolina Chocolate Drops
- Rosposs updates and maintains a [YouTube channel](#) devoted to the promotion of musicians
- Rosposs provided Americana band [The Black Lillies](#) with still imagery used throughout their website

EDUCATION

Bachelor of Fine Arts: Photography, Graphic Design, Painting

(1996) East Tennessee State University, Johnson City, TN

Hasselblad training: Copenhagen, Denmark (2001) Advanced camera techniques.

Ongoing education: via trade shows and online seminars for new photographic techniques

Internship: Eastman Kodak Company photographic studios

TOOLS & TECHNOLOGIES

- Broncolor, Profoto, & Dynalite, Norman, Speedotron, Arri lighting
- Canon, Nikon, Hasselblad, Leica, Sony cameras
- Mac Computers, Adobe Creative Cloud, Final Cut Pro, Wacom, Capture One, EOS Utility, tethered-capture, Data Color - color management, Epson printers, Photomatix Pro, PTGui, Phase One Media Pro, Cumulus DAM

RECOGNITIONS

- *Sports Illustrated*, double-spread photo of Dale Earnhardt, Jr. Daytona 500 win (2002)
- *The Mockingbird*, East Tennessee Literary/Arts Magazine, personal photography (1999, 1994)
- *Plazm Magazine*, Portland OR, Personal Photography (1998)
- Reece Museum exhibit, personal photography, East Tennessee State University (2017)
- Artwork represented by The Arts Co., Nashville, TN; New Light Gallery, Abingdon, VA (2004 - present)
- American Advertising Awards, American Advertising Federation – Northeast TN, District 7 - 175 regional awards and several seventh district AAF awards. (Fresh Air Photo)
- Published covers and articles for *Healthy Living Magazine*, *Marquee Magazine*, *No Depression Magazine*, *VIP Scene Magazine*, *Architecture & Design*, *Outdoor Life*