

Oscar Avellaneda-Cruz

oscar@avephoto.com

907-3170382

Profile

Bilingual Spanish speaker, technology specialist, and award-winning photographer adept in visual content creation and digital marketing.

MARKETING & CONTENT CREATION

Ave Photo LLC

2006-Present, Photographer & Business Owner, avephoto.com

Advertising & editorial photography, specializing in photo-essays, environmental portraiture, and event photography. Servicing B2B and B2C Medical businesses and Alaska Native Corporations with still photography, video production, and content creation.

Akela Collective Member

2015-Present, Founding Member, akelacollective.com

Alaska based digital agency of creatives and influencers specializing in audience cultivation and content creation for mobile platforms of Snapchat, Instagram and Facebook. Members leverage authentic social interactions with the social capital of digital communities to foster attention and grow community.

PUBLIC SPEAKING & LEADERSHIP

Cook Inlet Housing Authority

2016-2017, Contractor, Facilitator, Project Lead for [#Spenardia](https://www.instagram.com/spenardia)

- Mapped out community assets in the Spenard Anchorage area using technology and survey field methods, advised on the guidelines for an open source approach to publish a community map that would be a resource to the community.
- Facilitated a qualitative research project that used the PhotoVoice process with seven photographers to walk the Spenard community. I was responsible for interviewing each photographer on their experiences, curating a final body of photographic work that spoke to common themes, and project managed the publicity, and social design of final exhibit.
- Responsible for the branding of #Spenardia, through community engagement efforts and marketing as an ambassador on social platforms for the project.
- Representative and speaker for the project on media appearances and liaison to Spenard based businesses that were invited to participate.

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Alaska Survey & Mapping Conference

2016 - Presenter at GeoDev Meetup, Anchorage, AK

Presented on a yearlong, three-phase mapping effort to document Alaska's Little Free Libraries; spoke to critical role that personal knowledge has in transforming public data to be of value to a specific audience.

BUSINESS MANAGEMENT & SYSTEM ADMINISTRATION

Clark James Mishler Photography

2007-2011, Production Assistant/Office Manager, clarkjamesmishler.com

- Lowered web-hosting costs by 46% by implementing an open source content management system for web publishing.
- Integrated search engine optimization practices for improved website ranking.
- Migrated business data to Google Apps cloud-based platform; created and documented the methods in which remote contractors accessed local intranet digital assets.
- Configured primary workstation computer with server level hardware and optimized onsite RAID array backup for speed and redundancy while lowering power consumption.
- Lead a SWOT analysis on existing marketing strategies, developed an inbound marketing campaign that increased brand awareness through the daily publication of a portrait.

Stewarts Photo Shop

2003-2006 - Assistant Manager/Web Master, stewartsphoto.com

- Account manager for significant commercial and government accounts, responsible for all communication and support that proceeded order fulfillment.
- Responsible for customer satisfaction as a sales associate working in a retail business that engaged with seasonal tourists, local professionals and students.
- Value added approach to meet customers needs through providing generous product support after completion of sale.
- Renegotiated purchase order terms with dealer accounts to increase the margins on products, through coordinated barge shipping from the lower 48.
- Administrator for office LAN that shared database and documents between shipping, repairs, inventory desktop computers.

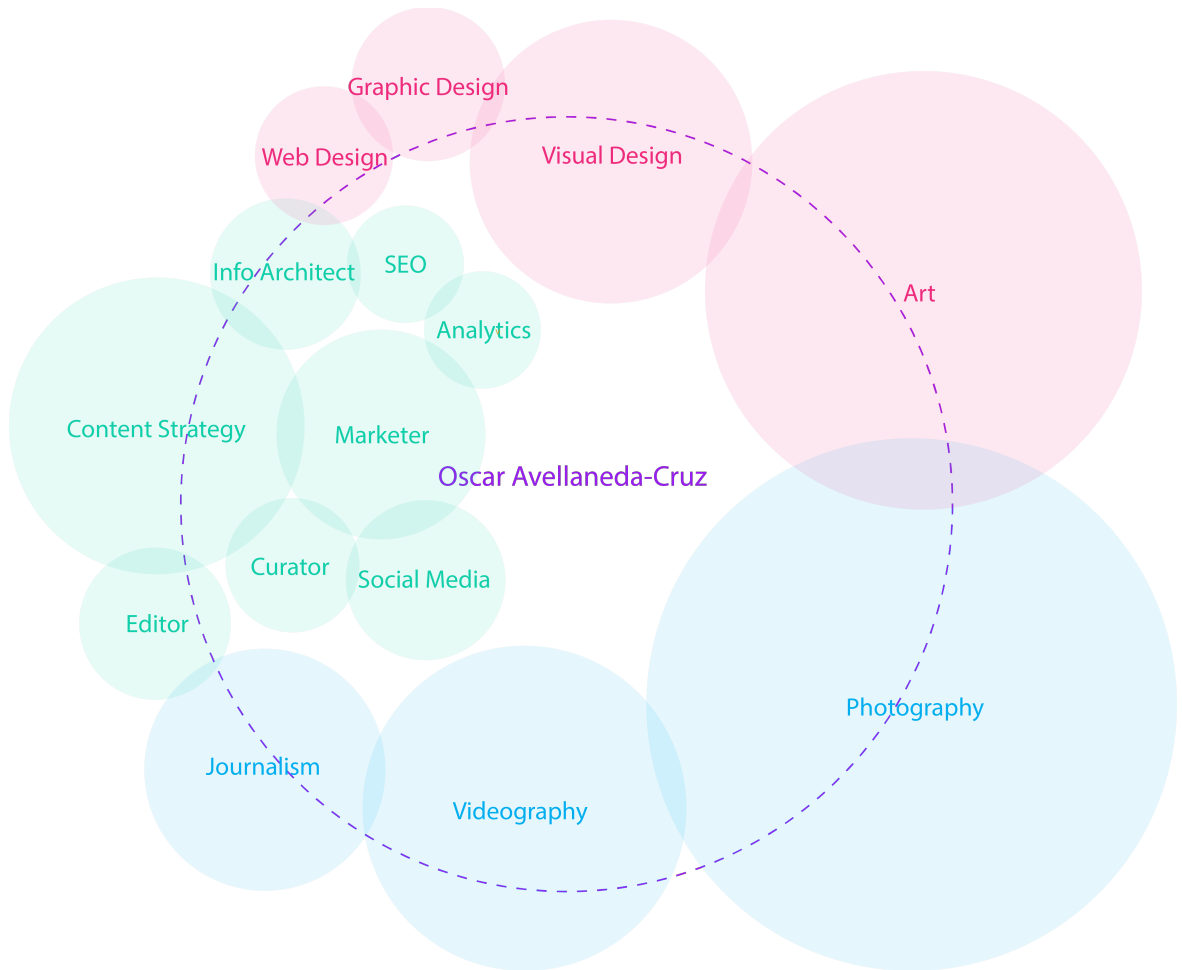
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Summary

As a multidisciplinary freelancer, I resolve challenges by identifying communication and management system failures through creative and critical thinking. To meet project goals, I acquiesce and facilitate the co-design of communication norms and project management systems that nurture a culture of feedback and adaptability.



Tools	Operating Systems	Programming Languages
Git	macOS	HTML
Docker	Ubuntu Linux	CSS
node.js	iOS	PHP
Adobe Creative Cloud	Android	Javascript/JSON
QGIS	Windows	Python/cartoCSS

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