

# ANDREANA KRAFT

VISUAL COMMUNICATOR

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## SKILLS

### Interpersonal

Adaptability  
Effective Time Management  
Collaborative Interpersonal Relations  
Highly Responsible and Reliable  
Creative Problem Solving  
Detail Oriented  
Hard Working  
Independently Motivated  
Billing and Cost Management  
Strong Execution and Followup

### Lighting

Profoto  
Broncolor  
White Lightning

### Capture Devices

DSLR  
35mm format  
4x5 format

### Software Hardware

Adobe Creative Cloud  
Capture One  
Microsoft Suite  
Canon Printer  
Epson Printer  
Roland Printer  
Durst Lambda RA-4  
Large Format Inkjet Printer  
Wasatch  
Kreonite C-41

## PUBLICATIONS

**The Kenny Gallery, Art & Design**  
2014–2018 | New York, NY

**Photoville**  
2018 | Brooklyn, NY

**Scholastic Art & Writing Comp.**  
2016, 2017 Silver Key & Honorable Mention

**The Fashionisto**  
2021 | Retouching on Images, Sam Wallander

## EDUCATION

### Masters of Business Administration (MBA)

May 2022–May 2023 | Rochester Institute of Technology  
Focus in Marketing, Branding and Management

### Bachelor of Fine Arts, Photographic and Imaging Arts

Aug 2018–May 2022 | Rochester Institute of Technology  
Major, Visual Media  
Immersion, Women & Gender Studies

### Liberal Arts & Business, IES Abroad

Jan 2020–May 2020 | Barcelona, ES

## EXPERIENCE

### Producer, “Don’t You Forget About Me,” Jack West

March 2023–June 2023 | Rochester, NY

Recruited talent, scheduled call times, coordinated video production, and managed costs for Director Clay Patrick McBride.

### Co-Producer, Rochester Creatives

March 2022–May 2022 | Rochester, NY

Managed a team in the coordination and execution of still images appreciating eight local artists of multiple mediums in the Rochester area.

### Teaching Assistant, Production Photography

Aug 2019–May 2023 | Rochester Institute of Technology

Mentored students in Production Photography and Elements of Advertising Photography including project planning and management, concept development, budgeting, lighting, equipment, and post-production/re-touching. Worked with Clay Patrick McBride, David Turner, Rachel Ferraro and Jenn Poggi.

### Equipment and Printing Specialist

Aug 2020–May 2023 | The Cage, Rochester Institute of Technology

Assisted students and faculty with checking in and out equipment, gave recommendations, organized inventory, processed orders of film and print media.

### Graduate Assistant, New Student Orientation

Sept 2021–June 2023 | Rochester Institute of Technology

Developed orientation program and communications. Hired and trained 180 orientation staff members. Successfully managed the orientation for 3,300 incoming new students in Fall of 2022 and 150 transfers in January 2023. Oversaw program planning and hiring for Fall 2023.

### Assistant Photographer & Retoucher, Sam Wallander

May 2021–Aug 2021 | Brooklyn, NY

Managed equipment, lighting and studio organization during photo sessions. Retouched images for advertising campaigns and social media content.

### Freelance Photographer

Jan 2017–Aug 2018 | New York, NY

Created imagery for social media content and campaigns, for organizations including, Art and Design Advertising Agency, We Are All 18, Hyosung Corporation, Underfashion club.