

josh rizzo

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- Seeking progressively challenging opportunity as member of creative team where photography and web design play integral role in branding, positioning, and promoting products, services, and ideas.

photojournalism • portrait & studio shoots • software imaging • web design

personal profile

- Gifted with a congenial personality and natural ability to gain trust, build strong business relations, and create enthusiasm in others. Combine solid technical skills and computer competency with entrepreneurial drive and bottom line-focus to achieve project, team, and individual goals. Willingly accept difficult assignments and aggressively pursue advanced learning opportunities. Targeting creative firms in Syracuse, NY area.

education

- **Bachelor of Fine Arts, Photography/ Digital Imagery**, Syracuse University, Syracuse, NY – 2006

technical proficiencies

Software: Microsoft Professional Office Suite, Dreamweaver 8, Flash 8, Fireworks 8, Flash Paper 2, ColdFusion, Quark Express, Adobe Illustrator CS2, Adobe In Design CS2, Adobe Go Live CS2, Adobe Acrobat ® 7.0 Professional, Adobe After Effects 7.0, Professional Adobe Premiere Pro 2.0, 3D Studio Max, multi-tasking operating systems

Coding: HTML, XHTML, DHTML, Java Script, DOS, C++, PHP, Oracle

Photography: Digital SLR, Medium & Large Format, 35mm Cameras, Digital Imaging Design, Darkroom Equipment

photography experience

- **J & M Photography**, Hamburg, NY 2000 to 2006
Demonstrated high degree of proficiency and creativity in performing photographic assignments for this premier photography studio. Conducted studio and field commercial, portraiture, wedding, and promotional shoots, including Miss Western New York Pageant and *Gods and Generals* movie production.
- **Dark Room Technician**, Syracuse University, Syracuse, NY 2002 to 2004
Recruited by Department of Fine Arts Chairman to oversee university graphics and photography lab. Managed technical operations and assisted students using the lab. Developed hands-on experience and knowledge in the technical aspects of photography and design.
- **Buffalo Philharmonic Orchestra**, Buffalo, NY 2000 to 2002
Selected by Buffalo Philharmonic Guild President to photograph concerts and guild activities for inclusion in the orchestra brochure and other promotional pieces.
- **Gen Art**, New York, NY
Joined this emerging artists group to build industry networking contacts and refine photography skills through participation in meetings, workshops, and photography openings. Made numerous weekend trips to New York City to capture urban landscape images.

e-business marketing & design experience

- **J & M Photography**, Hamburg, NY 2003 to 2006
Credited with spurring 115% increase in website traffic by spearheading and independently managing e-marketing campaign that captured previously untapped demographic market and increased overall sales. Designed and maintained state-of-art website, created online banners, developed e-mail marketing campaigns, and responded to online inquires from prospective customers. Assisted studio in moving to digital photography by recommending equipment and design software and training staff photographers.
- **Zema Multi-Media Productions**, Syracuse, NY 2002 to 2006
Partnered with team of fine arts and technology students in creating and managing student-based design firm to establish Internet presence for personal portfolios and increase networking and business-based learning opportunities. Assumed lead role for business development and marketing, including drafting business plan, creating trade name and brand, and developing website 3D platform and Flash animation. Assembled team of student consultants who provided input to product development and corporate marketing campaigns, including EA Games/Bungie video games.

Continued...



exhibits

- **Art Honor Show**, Syracuse University, Syracuse, NY
- **Blue Elephant Gallery**, Ithaca, NY
- **Agoré Gallery**, Chelsey, NY
- **Senior Art Show**, Syracuse University, Syracuse, NY
- **Mixed Media Installation**, Clarion Hotel, Syracuse, NY
- Assisted Photographer, Benita Keller's *Pink Trailer* and *Scrapbook Installation*, Syracuse University, Syracuse, NY

awards & recognitions

- **London Photographic Associations' Golden Portfolio Award** – 2006
- Honorable Mention, **New York State Honors for Photography** – 2000 and 2002
- Recognized by Director of Programs, Otterbein United Methodist Church (Hamburg, NY) for photography work, "excellent people skills, and artistic abilities" while assisting graphic arts designer in creating customized welcome packets and promotional materials.
- Alzheimer's Association, Western New York Chapter, Second Annual Forget-Me-Not Gala, netted \$175 for donating framed photo to silent auction.

professional affiliations

- National Press Photographers' Association
- The Municipal Art Society of New York
- International Center for Photography
- Erie County (NY) Arts Council

portfolio & online résumé

- www.rizzostudios.com
- www.resumespotlight.com/jrizzo

Strategy for Josh Rizzo

Josh had been out of college for about nine months when he contracted my services to rewrite his résumé and help him find a new job. His current résumé followed a somewhat traditional college format, highlighting his degree and some of the classes he took and a few part time jobs. He was currently working in a small firm, doing basic telemarketing and wanting very badly to find a job where he could use his creative talents – particularly in photography.

With this goal in mind it was easy to zero in on all the things he did throughout college that enabled him to utilize his creative skills. It was also important that the résumé itself reflect some of his creative talents. After showing me his portfolio, I asked Josh to pick an image he wanted to include in his résumé as a representation of his work. I used the image that he selected on the top right-hand corner of the first page of the résumé, and again on the second page, in a reduced size.

I keyed his name and main headings all in lowercase letters. I picked one color from his image and used this in the font for his name and key functional areas. I picked another color from his image and used this for the horizontal lines that separated each section of the résumé.

Although Josh was a recent graduate, he did have a lot of marketable skills and experience and I wanted to let the prospective employer know this. I felt it was also important to accurately present his experience as something he did as a student and/or summer employee (for example, including the word “student” in some of the position descriptions.) I listed his education in the top-third of the résumé under the objective and profile because it set the stage for the experience information that would follow. Next I listed his technical proficiencies, as I felt that these were critical job qualifications.

Josh had very little paid work experience, but he acquired significant experience through part-time summer internships, freelance projects, and school-related activities. I grouped his experience under “photography” and “e-business marketing/design,” since these were two areas that aligned with his career target. He helped out at J & M Photography his last two years in high school and while home on semester breaks. At times he was assisting with the photography side of the business and other times he was helping with marketing. I listed J & M Photography twice so I could separate these two activities by function and dates.

Josh displayed his art work at various exhibits and received several awards. I listed these under the appropriate headings. I also felt his professional affiliations added to his mix of skills and credits.

I ended the résumé with a link to his personal Web site, where visitors could view some of his photos and digital images and also see a sample of his web-design talents. I also included a link to his portfolio on RésuméSpotlight where an interested employer could view and download his résumé in Word, PDF and ASCII formats; read a letter of introduction; and view some of the images that were also included on his personal Web site. Josh included these links in all of his e-mail and snail-mail correspondence.