

LEAH MIRIAM PISARU

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EDUCATION

Maryland Institute College of Art
MFA in Photographic and
Electronic Media
College Teaching of Art Certificate
University of Rhode Island
BFA in Studio Art/Design

SKILLS AND KNOWLEDGE

Photography
Photo Retouching/Editing
Video Editing
Videography
Graphic Design
Web Design
Project Management
Social Media Strategy
Content Creation
Leadership
Organization
Administration
Management
Writing and Oral Communication
Detail-oriented
Time Management
Lifestyle Trends

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe Lightroom
Adobe Premiere Pro
Adobe After Effects
WordPress
Slack
Keyhole
Streamyard
Google Workspace
Microsoft Office

EXPERIENCE

Specialist, Video Production and Social Media

URI Harrington School of Communication & Media: RI December 2019- Present

- Oversee social media, branding, QA, and visual guidelines for digital/print identities for URI Harrington, College of Arts and Sciences, and individual departments
- Manage and mentor 10 student interns, training staff in Adobe, social media guidelines, content pitching, production, and creative problem-solving skills
- Create photo and video content throughout the university, ranging from social/promotional content to a 70-minute documentary for remote learning
- Responsible for social media strategies on all socials, leading to 50% growth
- Produce virtual lectures and webinars growing attendance & engagement by 600%

Designer and Visual Artist 2011-Present

- Produce, promote, and market fine art and jewelry line
- Accumulate more than 70 exhibitions and publications
- Facilitate lectures/workshops on fine art and self-promotion;
- Create a brand identity for non-profits, small businesses, and musicians;
- Photograph events, including gallery openings, weddings, and performances

US Photo Editor

London Evening Standard Insider: New York, NY July 2018 - August 2019

- Own visual direction of launch for US vertical focusing on celeb and luxury lifestyle
- Build and maintain relationships with creative agencies, photographers, public relations, and stock agencies, including sourcing and hiring freelance creatives
- Manage visual budgets and shoots; producing photography and short-form videos
- Design photo illustrations, process images, and image research using stock agencies and photo wires; driving 75% of page views
- Create and maintain team trackers as well as individual photo accounts

Assistant Photo and Video Editor

CafeMom: New York, NY October 2017- May 2018

- Responsible for all stages from development to post-production of visual content, overseeing creative direction of content on lifestyle, entertainment, and parenting
- Create content specific to each major social media platform based on site format and algorithm, including content averaging 80 million views per month
- Manage photography guidelines, including but not limited to crediting sources, licensing, and working with stock imagery agencies
- Edit and create images as well as photo and video design templates for each platform and used a content management system to update on-site imagery

Designer/Photo and Video Editor

Cover Story and Infinite Moment LLC: Remote February 2016- November 2017

- Develop brand identity, including logo, title sequences, websites, and print
- Assist in video, photo, and social media production, including editing/retouching

Imaging Project Coordinator

Wayfair: Boston, MA June 2016- December 2016

- Create and lead initiatives for imaging creation and standards for a leading brand, including image editing processes and trackers
- Maintain site imagery according to existing standards and procedures;

Graduate Assistant to Faculty Members

MICA: Baltimore, MD Aug 2013- May 2015

- Oversee classroom websites, update course information
- Conduct demonstrations, lectures, presentations, assignments, and critiques
- Mentor students in the photographic, digital art, and creative processes