

SYLVIA FINZI-DUBOIS Senior Photo Art Director. Create + Execute: concepts + editorial content for print + digital fashion, beauty, lifestyle. Passionate about creating the perfect vision. Dedicated to seamless execution.

2016 - Present Photo Art Director - Belk - Charlotte NC

Responsible for conceptualizing, art directing advertising campaigns and specific media from conception to launch, oversees all creative concepts, set direction, photo direction, production, reviews, and pre-press work for print and digital. Increase brand awareness, help grows customer base and drive traffic/sales. Provide creative guidance and leadership to staff to ensure work is accurate and completed according to the deadline and within brand guidelines.

Senior Art Director - Creative Consultant - The Communications Store - New York City

Proposal and creative strategy development

Consulting Senior Photo Art Director - Talbots - Boston MA

Oversaw location and studio photography to produce monthly catalogs. Directed and managed talents such as Hair & Make-up Artists, Photographers, Models and Stylists for photoshoots. Managed post production of shoots. Lead (from concept to completion) photo planning, execution, art direction and editing of varied projects.

2015 - 2016 Consulting Senior Photo Art Director - J.Jill - Boston MA

Developed and executed creative concept deck, location and studio fashion photography scenarios. Elaborated approach to still life and sub brand. Coordinated the storytelling with creative and creative merchandising to identify and develop the appropriate visual asset. Defined all photo asset needs and ensured execution for print and social media. Sourced and recruited talents such as photographers, stylists, hair/make-up and models. Point person for quality and intent on all photo asset.

2012 - 2015 Photo Art Director - Ralph Lauren Digital & Global e-commerce RLM - New York City

Art directed photo shoots. Led a team of photographers, photo techs, stylists, hair/makeup artists and models to produce high-volume, on-figure photo shoots in a fast paced environment. Defined creative direction of feature photography; ensured communication and agreement between corporate advertising, brand management, and Ralph Lauren media merchants.

2009 - 2011 Consulting Creative Director - Versace USA - New York City

Solely responsible for the conception and direction of all new materials to support the \$62 million Versace Home Collection. Provided creative direction for marketing material and advertising web initiatives (promotion, invites, advertising and catalogs). Worked with US and Italian office to ensure project efficiency on time and on budget.

Creative Director - Limonta Sport USA - New York City

Responsible for marketing and advertising. Led the content creation and development processes for promotional material. Established and coordinated all directives for multiple projects, both on and off-line, from conception through execution.

2006 - 2010 Photo Art Director - bluefly.com - New York City

Oversaw all on-figure production photo shoots: led a team of photographers, photo techs, stylists, hair/makeup artists and models to produce high-volume, on-figure photo shoots. Maintained high quality of photography, styling and model attitude, and ensured brand guidelines are being met. Managed shoot schedule and booked photo shoot teams and cast models. Kept photoshoots running on time and stayed on top of shoot calendar requirements.

Consulting Photo Art Director - bloomingdales.com - New York City

Art directed photo shoots. Managed the creative team (photographer, photo tech, stylist, hair/make-up and model). Worked with set crew to ensure high shot count.

Consulting Photo Art Director - macys.com - New York City

Art directed photo shoots. Managed photo shoot crew (photographer, photo tech, stylist, hair/make-up and model). Coordinated shoot calendar and time requirements.

Consulting Photo Art Director Gilt Groupe - New York City

Pursued new, creative ways to elevate and evolve sale pages through photography. Preserved Integrity of individual brands while aligning with Gilt's image guidelines. My team managed daily shoot count of 200 images. Worked on concepts, managed set and oversaw creative direction for editorial photoshoots. Conducted pre-production meetings with crew to inspire and establish creative direction. Conceived and executed editorials for the various brand covered.

Photo Art Director - Saks Incorporated-saks.com - New York City

Instrumental in the creation/production of five catalogs per year that played a vital role to generate revenue at Saks Inc. + Saks.com (2007 revenue was \$2.9 billion). Motivated and directed creatives on multiple projects while ensuring optimal artistic integrity. Responsible for photo shoots and concepts for set design and layout. Oversaw and selected talent and crew (stylists, fashion and prop, make-up and hair and models for catalogs and website)

Education

School of Visual Arts - New York BA Media Arts (Advertising and Graphic Design).

Academy of Applied Arts - Milan, Italy Advertising and Graphic Design.

Art Institute - Turin, Italy Degree in Applied Arts, division of Architecture and Interior Design.

Art Institute - Verona, Italy Degree in Art Education, Architectural Design.

Proficient in Adobe Creative Suite. Fluent in English and Italian, understand Spanish, French and Portuguese.

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