

KK

Kenneth King

Photographer

CONTACT INFORMATION



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Brooklyn, NY 12345

EDUCATION

BFA in Photography, School of Visual Arts, New York, NY, 2007

Continuing Education: Color Management and ICC Profiling, Rochester Institute of Technology, 2014

KEY SKILLS

- Campaign direction and creative pitching
- Studio and location lighting (Profoto, Broncolor, HMI)
- Medium format capture (Phase One, Hasselblad)
- Capture One tethered workflows and color profiling
- CGI plus live-action integration and compositing
- Production budgeting up to \$500K per campaign
- Crew leadership for 25-40 person sets
- Client and agency relationship management
- Talent, model, and location agreement negotiation
- Retouching direction in Photoshop and Capture One
- Multi-city and international production logistics
- Pre-production: mood boards, casting, and shot lists

ABOUT ME

Director of photography and creative lead with 18 years across fashion, beauty, and global campaigns. Built and runs a 9-person production studio with in-house retouching, CGI compositing, and a roster of agency clients. Strong on pitching, budgeting, and steering large multi-day productions.

PROFESSIONAL EXPERIENCE

FOUNDER AND DIRECTOR OF PHOTOGRAPHY | HALVERSON LARKIN STUDIO, BROOKLYN, NY
2017 - PRESENT

- Built a 9-person studio (2 producers, 3 retouchers, 1 CGI lead, 2 assistants, 1 studio manager) that billed \$2.3M in 2024 across 31 campaigns.
- Direct global beauty and skincare productions with day rates between \$14,500 and \$22,000 and shoot crews of 25-40.
- Pitched and won a 3-year master services agreement with a French haircare brand covering 6 campaigns a year.
- Built a CGI plus live-action pipeline that cut location days on 4 campaigns and saved a client an estimated \$186,000 in 2023.
- Mentor two junior shooters who now lead their own e-commerce productions inside the studio.

SENIOR PHOTOGRAPHER | MERCIER EDITIONS, NEW YORK, NY
2013 - 2017

- Lead photographer on 8-12 fashion editorials a year for the magazine's print and digital editions.
- Shot 4 cover stories that were picked up in international press recaps.
- Worked with fashion directors, casting, and hair and makeup teams on 2-3 day shoots in NYC, Paris, and Marrakech.
- Negotiated and managed talent agreements, model usage, and location agreements alongside the production manager.
- Built the magazine's first shared Capture One color profile, kept in use after my departure.

PHOTOGRAPHER | AUBREY & WREN AGENCY, NEW YORK, NY
2010 - 2013

- Shot beauty and accessories campaigns for 9 luxury brand clients, working from creative directors' boards into final assets.
- Carried a personal book of 30+ tear sheets across 3 years on staff.
- Stepped in as second-unit director on 2 video campaigns when the agency added motion to its deliverables.
- Trained 3 incoming photo assistants on lighting, set protocol, and tethered workflows.

ASSISTANT PHOTOGRAPHER | HOLLOWAY STUDIO, NEW YORK, NY
2007 - 2010

- Assisted a fashion and editorial shooter on roughly 140 shoots a year, including international productions.
- Managed gear inventory across 4 strobe kits, 12 modifiers, and a full set of medium format bodies.
- Built relationships with rental houses still used by the studio today.
- Promoted from second to first assistant inside 11 months.