

Rana Faure

Photography
New York
United States

View the full portfolio at <http://www.thecreativefinder.com/ranafaure>

Professional Experience and Curriculum Vitae

Rana Faure is a photographer with a versatile, laid-back approach and a vibrant, singular style. Rana produces still and motion imagery for a wide variety of clients. She attributes her passion to her parents, both photographers and now shares cameras with her own family.

Previous Clientele

Please kindly get in touch for more information.

Awards and Accolades

RANA FAURE | 144 Old Post Road South, Croton on Hudson, NY 10520
www.ranafaure.com | ranafaure@mac.com cell 917 751 6260 | home 914 271 0028

Creative, entrepreneurial executive with over 20 years of management and photography experience. Expertise includes creative direction, hands-on photography, photo art direction and production, budget planning, asset and archive management, artist relations, staff development and operations, workflow analysis and restructuring.

WORK EXPERIENCE

MOTHER IMAGE, LLC

CREATIVE DIRECTOR/FOUNDER (2002 – Present)

Co-founder of Mother Image, LLC a commercial imagery collection focused on authentic lifestyle images. Partnered on business development, launch plan and operations to bring collection to market via commercial portals through image distribution networks such as Getty Images, Corbis, Cultura and SuperStock. Principal content creator with additional responsibilities including branding via imagery and marketing materials, contract negotiation, channel sales and distribution.

FIBER FOTO, LLC

PRINCIPAL/PHOTOGRAPHER (2002 – Present)

Versatile photographer handling advertising, editorial and commercial assignments. Commissions include lifestyle, still life, tabletop, interiors and fine art photography. Other projects include customized image libraries for clients creating content with art directors and designers as well as directing stock footage in film and digital formats.

GETTY IMAGES

DIRECTOR OF PHOTOGRAPHY NY (2000 – 2002)

Charged with integrating the creative teams of The Image Bank, Tony Stone and FPG/VCG NY offices after Getty acquisition. Re-engineered systems and policies, determined best practices, created and implemented transition plan. Predicted, planned and selected over 15,000 commercial images needed annually for licensing brands. Ran creative brainstorming meetings to create relevant, commercially viable content to meet clients' needs and sales objectives. Developed, organized and presented creative workshops for photographers. Targeted key accounts, creating a direct link to clients by establishing communication channels including monthly presentations of new imagery. Developed and maintained relationships with over 2,000 photographers including contract, policy and process reforms. Developed and managed annual objectives, budgets, training and performance reviews for a staff of 30+.

FPG

DIRECTOR OF PHOTOGRAPHY (1996 – 2000)

Established creative direction and sourced over 60,000 images annually. Produced multiple catalogs and digital products. Oversaw relationships with 2000+ photographers, championing their needs while balancing corporate objectives to ensure that contractual and relationship obligations were fulfilled. Developed legal and financial policies.

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