

Rebecca Simpson Steele

CONTACT

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PORTFOLIO

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SKILLS

Creative Concepting
Department Budgets
Project Management
Team Management
Art Direction
Organic Social Media
Photo Studio Set Up
Photo and Video Shoot Production
Shoot Estimates
Art Buying
Direct Retouching and Color Grading
Digital Asset Management
Brand Image Library Creation
Adobe CC

HONORS & AWARDS

Society of Publication Designers
Board Member 2015-2019
Social Media Committee Chair

Awards received from:

Society of Publication Designers
American Photography
American Illustration
Photo District News
Folio
[Featured article](#) in *Photo District News*

EDUCATION

Rochester Institute of Technology
Applied Photography, BFA
Environmental Studies, minor

The White House

West Wing Photo Intern
Photographed the activities of President Clinton and First Lady Hillary Clinton

EXPERIENCE

- Visual Media + Audio Director** • Lead a team of 10+ creatives producing content for a large portfolio of brands including Reader's Digest, The Healthy, Taste of Home, and Family Handyman
Trusted Media Brands
Aug 2012 - current
- Promoted from:
Reader's Digest Visuals Director (2021)
Reader's Digest Photo Director (2019)
- Develop and assign all original still and motion visuals including: video, photography, infographics, motion graphics, and illustration across websites, E newsletters, social (paid/organic), publications, and books
 - Continually expand annual production of 'Best of America' marketing event on The Mall in Washington DC, driving YOY revenue growth of this program
 - Concepted and pitched an original pilot to Netflix (2021)
 - Produced and art directed video pilots for NewFronts (2015) and Quibi pitch (2019)
 - Launched @ReadersDigest Instagram account and solely grew it to 140k+ followers before a social team was established
 - Manage large and complex department budgets, creative freelancer rates and shoot estimates
 - Pitched and built first in-office photo studio to reduce spending and optimize output
 - Introduced comprehensive training program to keep team fresh on lighting styles/trends and equipment ordering, usage, storage
 - Maximized global photo stock assets and reduced company-wide spend through analysis, negotiation, vendor management
 - Improved freelance photographer and creative contracts, partnering with finance and legal
- Photo Editor** • Produced, art directed, and edited photography for covers, features and monthly sections, special interest publications and book franchises
Prevention
Rodale
Aug 2007 - Aug 2012
- Promoted from Deputy Photo Editor
- Conceptualized and developed visual themes for still life, food, lifestyle, fitness, portrait shoots
 - Negotiated contract rights, shoot budgets and stock usage
 - Hired photographers, studios, stylists, hair+makeup artists, and producers
 - Developed formula for model castings and built relationships with major casting agencies nationwide
 - Supervised assistants in stock research and shoot production
 - Hired and mentored the photo interns
- Co-Founder** • Consulted with photographers to improve the flow, design and content of their portfolios
2 Editors Photo Consulting
Nov 2005 - Nov 2011
- Appeared at NYU and SVA as guest speaker
- Senior Picture Editor** • Produced, art directed, and edited photography for covers, features, and monthly sections
Budget Travel, *Girlfriend Getaways*
Newsweek
Nov 2004 - Aug 2007
- Promoted from Assoc. Picture Editor
- Commissioned photographers, studios, models and stylists
 - Researched stock photography
 - Supervised the photo interns
- Assistant Photo Editor** • On location/set art direction and production
Kiplinger's Personal Finance
Kiplinger
July 2002 - Nov 2004
- Promoted from Executive Art Assistant
- Produced shoots - casted models, booked stylists, photographers, and studios
 - Researched stock photography
 - Handled contracts, image rights, invoices, and budget
 - Managed assets and art department calendar