

ALEX POELLNITZ

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SUMMARY

Experienced professional skilled in digital asset management, photo retouching, and graphic design across various industries. Adept at adhering to brand standards, customer satisfaction, and optimizing production workflows, delivering results with 100% accuracy. Eager to explore new opportunities in collaborative team settings.

EXPERIENCE

ECOMMERCE PHOTO EDITOR

Big Lots Inc. Sept 2021 - Feb 2023

- Retouched high-quality images for print, digital, and other cross-functional uses while maintaining the highest level of quality control.
- Reduced photo retouching time by 80% through refined workflow and asset organization.
- Collaboratively developed and implemented training documents for digital asset management, resulting in a 35% increase in efficiency in 2 months.
- Provided timely progress updates for retouching on digital and print projects while managing the asset library, cutting project time by 50%.

CONTRACT PHOTO EDITOR

Adecco May 2021 - Sept 2021

- Partnered with Big Lots in boosting their customer satisfaction scores by 15% through strategic cross-functional team collaborations and optimization of image processes.
- Helped generate growth online by 30% as a Photo Editor in 2 months, utilizing masking, compositing, and color grading for retouching.

FREELANCE GRAPHIC DESIGNER & RETOUCHER

Poellnitz Designs Aug 2016 - Jan 2021

- Designed promotional material. Implementing color theory, typography, and layout features using Photoshop, Illustrator, and InDesign.
- Prioritized and managed digital asset library and creative briefs, optimizing retouching processes and utilizing file formatting. Kept up to date with photo licensing and copyright.
- Generated growth by increasing client website traffic by 20% within six months through creative content optimization and targeted marketing campaigns.

CONTRACT PHOTO EDITOR

Creative Circle Aug 2019 - Nov 2019

- Tracked product samples for studio streamlining workflow. Retouched flat and lifestyle imagery, meeting tight deadlines while staying within brand aesthetics.
- Achieved 100% accuracy in color-correcting studio imagery using physical samples, ensuring visual consistency and quality.

PRODUCT PHOTO EDITOR

Zulily LLC Oct 2016 - Aug 2019

- Retouched, cropped, and resized a high volume of images to established brand guidelines. Enhanced image accuracy by 90% in 6 months, increasing site traffic.
- Partnered with art directors, photography, and merchandising teams, resulting in a 25% increase in workflow efficiency in 4 months.

EDUCATION

BOWLING GREEN STATE UNIVERSITY

Bachelor of science, major in visual communication & technology
2012-2016

SKILLS

SOFT SKILLS:

Adaptability, Attention to Detail, Brand Identity, Communication, Conflict Management, Creativity, Critical Thinking, Empathy, Multitasking, Organization, Proactive, Project Management, Quality Control, Results- Driven, Self-Motivation, Teamwork, Independent, Time Management

TECHNICAL SKILLS:

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom, Premiere Pro, XD), Adobe Experience Manager, Bynder Software, Capture One, Clipping, CMS, Composition, Color Correction, Cropping, Cumulus Software, Data Entry, Digital Asset Management, File Management, File Naming, Graphic Design, Mac Systems, Masking, Microsoft Office (Excel, PowerPoint, Word), Optimization, Photo Editing, Photo Tagging, Product Photography, Photo Research, Resizing, Silhouetting, Wacom, Windows Systems, Workfront