

Dominic Aleandri

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Introduction

Motivated and Creative Art Director and Photographer with strong history in Fashion, Advertising, and Product Photography along with vast experience in Branding and International Rebranding from the US to the UK markets. Well sought after lighting and efficiency consultant to major fashion and product ecommerce houses in London. Professional experiences include working with top international marketers with the some of the biggest names in fashion and advertising in the European market.

Experience

Independent Advertising Photographer and Art Director - Dom Aleandri Photography, London June 2012 - Present

- Independent Freelance Photographer. Advertising includes: **Starter, Badgley Mischka, Rocawear, Ocean Pacific, Brooklyns Own, Dolce Gabbana, Gucci, Louis Vuitton, Versace, Nicole Farhi, Duchamp, Charlotte Olympia, YSL, Timberland, Doctor Martins, Lulu Guinness, Samsung, Sony, Blackberry, and many others.**
- Magazine features included **Wonderland, Elle UK, Drapers, I-D, Hunger, Menswear Insight, and Lightbook.**

Freelance Ecom Consultant/ Commercial Photographer, London

June 2012 - Present

- **Cocosa and Secret Sales** - Freelance Lighting and Efficiency consultant to major web-based fashion flash sales companies in London.
- **ASOS, Secret Sales, Cocosa, Jack Wills, Matches Fashion, many others** - Freelance Commercial Photographer producing high quality imagery efficiently and with colour accuracy.
- **Cocosa and Secret Sales** - Responsible for managing equipment purchases and studio planning from the ground-up, building photographic lighting schemes and workflows for large quantities of various products, ongoing staff training, staff recruitment, software management and training, and post production consultancy.

Senior Photographer, Art Director and New Business Development - FMG, London

May 2011 - March 2012

- Senior Photographer and New Business Development for a then-flourishing media production agency in London. Responsible for client maintenance and high yield commercial photography contracts.

Senior Photographer and Company Director - Tree Frog Studio, London

October 2007 - May 2011

- Responsible for all the daily tasks needed to run a successful commercial photography studio. This includes organization and recruitment of staff, introducing new clients and securing contracts, maintaining client relationships and increasing yields, invoicing, organization of off shore retouching teams in India and Philipppians, target establishment and staff motivation. Business founder and responsible for building the business from the ground-up.

Photographic Assistant - Rankin Photography

September 2006 - October 2007

- Responsible for set up and tear down of equipment and general assistant work; which includes operating and maintaining equipment, building and planning photographic sets, and assisting Rankin of several Fashion and Advertising Editorial shoots. Occasional assistance to Dazed and Confused, Another, and Another Man magazines.

Graphic Designer / Typographer – Gateway Press

June 2004 – April 2006

- Responsible for the creation of ads for 23 newspapers in and around Western Pennsylvania. Aside from ad building for print, was also responsible for designing column typography in portions of the newspapers as a substitute for other people on the team.

Education

(2006 – 2008) London South Bank, London – BA (HONS) 2 : 1 in Visual Communications Photography

(2006 – 2007) American Intercontinental University, London – BA in Visual Communications

(2002 – 2006) Seton Hill University, USA – BFA in Graphic Design and Illustration

Awards

(Seton Hill University - 2015) – Distinguished Alumni Leadership Award for the graduating class of 2005

(British Institute of Professional Photography – 2006) L.B.I.P.P. awarded

Skills

Photography, Art Direction, Advertising, Commercial Photography, Editorial Photography, Creative Direction, Prepress, Concept Development, Branding and Identity, Digital Media, Corporate Identity, Image Manipulation, Magazines, Lighting conceptualization, Staff Training, Efficiency Training.

Software include Photoshop, Capture One, Lightroom, In Design, Illustrator, Flash, Excel, Word