

Ashley Herring

www.ashleyhorneherring.com

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Freelance Producer/ Art Director

Nashville/ New York/ Los Angeles

December 2015- Present

- Services include: creative collaboration, location scouting; sourcing and managing photographers, models, stylists, hair, makeup, transportation, and catering
- Current and past clients: *Billboard Magazine, Town & Country Magazine, Brides Magazine, The Hollywood Reporter Magazine, Nylon Magazine*

Photo Director

Details Magazine, New York

February 2014- November 2015

- Partnered with Creative Director to set visual direction for the iconic men's fashion magazine
- Managed budgets and hiring for photo shoots and behind-the-scenes video for the Details brand
- Collaborated with Creative Director and Fashion Director on model casting

Senior Photo Editor

Details Magazine, New York

April 2011- February 2014

- Led creative vision for photography by representing photo in creative meetings for every section of the magazine
- Produced and art directed the cover, main fashion, and front-of-book shoots. Supervised all other shoots
- Researched and cultivated new photographer talent

Contributing Photo Editor

Details Magazine, New York

August 2008- April 2011

- Produced and art directed feature, fashion, and portrait shoots
- Maintained budgets and contracts for photo shoots and pick-up for all sections
- Contributed to creative meetings for all sections of the magazine

Freelance Photo Editor

Marie Claire Magazine, New York

March 2008- July 2008

- Produced and art directed feature, fashion, and portrait shoots
- Maintained budgets and contracts for photo shoots
- Contributed to creative meetings for all sections of the magazine

- Researched stock images for beauty, fashion and celebrity stories

Assistant Photo Editor

Glamour Magazine, New York

January 2006- March 2008

- Assigned and produced all lifestyle photo shoots including locations and props
- Assigned and produced still-life and food photo shoots including all stylists
- Assigned and produced portrait photo shoots including hair, makeup and stylists
- Collaborated with art and editorial departments on photography concepts
- Reviewed portfolios and cultivated new talent for the front of book
- Coordinated bank of images for website corresponding with monthly issue

Photo Associate

Glamour Magazine, New York

January 2004- January 2006

- Assigned and produced feature, portrait and still-life photo shoots
- Coordinated all aspects of photo shoots for photographer and crew
- Established budgets and negotiated rates and expenses for photo shoots
- Researched lifestyle and celebrity stock photography

Art/ Photo Coordinator

More Magazine, New York

June 2002- December 2003

- Promoted to assistant to the Creative Director
- Assigned photographers for portrait photo shoots
- Coordinated all aspects of photo shoots

Art/ Photo Associate

More Magazine, New York

January 2001- May 2002

- Research celebrity, travel, health and art stock photography
- Managed contracts for all photographers and illustrators
- Processed all invoices for Art and Photo Departments

EDUCATION

Boston University

May 2000

- Bachelor of Science in Journalism with concentration in Photography