

# AMANDA LAURO

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## EDUCATION

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**Marist College**, Poughkeepsie, NY

Class of 2021

*BS in Fashion Merchandising. Minor in Graphic Design. Honors Program.*

*Relevant Coursework:* Fashion Magazine Production, Typography, Digital Layout & Design

*Awards:* Measure Magazine, Gold Print Award from the Columbia Scholastic Press Association, Student Work

## MEDIA PUBLISHING EXPERIENCE

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**The Wall Street Journal - Off Duty**, New York, NY

*Photo Editor*

11/2021 - 01/2024

- **Curated and edited high-impact visual content**, to elevate storytelling in culinary and interior design features, collaborating with photographers, stylists, and editors to ensure brand consistency and editorial excellence.
- **Directed on-site and remote photo shoots**, balancing artistic vision with editorial guidelines. Managed image acquisition, licensing, and post-production workflows, enhanced visual engagement across digital and print platforms.
- **Collaborated closely with section editors** to align visual direction with editorial goals, while efficiently managing photography budgets and vendor contracts to deliver high-quality content within tight deadlines.

**InStyle Magazine**, New York, NY

*Photo Editor*

11/2021 - 12/2024

- **Led visual content strategy for InStyle**, curating and designing imagery for 8 digital issues annually and feature articles, resulting in increased engagement on platforms like Apple News+; proficiently licensed images from top agencies and managed photo budgets.
- **Spearheaded photoshoot production and creative direction**, including hiring and coordinating photographers, glam teams, and crew, enhancing the quality and efficiency of shoots while maintaining budget accuracy and tracking expenses.
- **Utilized Adobe Suite daily** to create compelling lead and inset images for various InStyle features and social media channels, while actively participating in pitching ideas, art direction, and representing the brand at industry events.

**Martha Stewart Living Magazine**, New York, NY

*Freelance Art Assistant*

08/2021 - 11/2021

- **Designed page layouts for Martha Stewart Living Magazine**, ensuring visually appealing and on-brand presentation of editorial content, meticulously selecting and curating images to enhance magazine features

## ADDITIONAL EXPERIENCE

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**Theory**, New York, NY

*Photo Studio and Creative Services Intern*

06/2019 - 01/2020

- **Collaborated with the Photo Studio Team** to conceptualize and execute all in-house photoshoots for the Theory brand, ensuring alignment with brand vision and creative direction.
- **Joined the Creative Services team** to contribute to art direction and graphic design tasks, enhancing visual content and overall project quality.

**Oscar de la Renta**, New York, NY

*Art Intern*

06/2018 - 09/2018

- **Supported the in-house Art Director** in creating all visual assets for the Oscar de la Renta brand, contributing to the brand's high-impact visual identity.
- **Assisted in the art direction of various in-house photoshoots**, ensuring cohesive and compelling visual presentations that align with brand standards.

## SKILLS AND INTERESTS

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- Adobe Creative Suite, Google Workspace, Figma, Greenhouse, OneCMS, Airtable, PDM Software, Excel, Microsoft Office, Wordpress, Print Production.
- Photo Research and Licensing, Visual Storytelling, Graphic Design, Photoshoot Production, Professional Communication, Art Direction, Styling, Photography (Digital and Film), Creative Concepts, Social Media Platforms