

AMANDA LAURO

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EDUCATION

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

EXPERIENCE

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

Photo Editor, Art Director

01/2025 - Present

- **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

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

- 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