

KRISTEN HESS

ph 727-256-7162

em klhess115@att.net

portfolio www.kristen-hess.com

social [@artfulgourmet](https://www.instagram.com/artfulgourmet)

PROFESSIONAL SUMMARY

Kristen has experience as a Senior Creative/Digital Producer, Photographer, Food and Prop Stylist for Fortune 500 food and beverage brands, grocery stores, restaurants/hotels, lifestyle brands, PR and Advertising agencies, TV + Video Production companies, Celebrity Chefs, Health/Wellness Experts and Cookbook Authors. Her commercial work has been featured across a variety of Print, Digital, Advertising, Editorial, TV, Video, PR, Packaging, Web, Mobile, Social Media, In-Store/POS and OOH media. She began her Advertising career in NYC in 2005 and started her own freelance Photography / Styling business in 2010, with her most recent full time position as a Senior Photo Stylist for HEB at Betty/Quad in San Antonio, TX.

PARTIAL CLIENT LIST

H-E-B, Publix, Wegman's, PDQ, HSN, Transistor Studios, Captain Morgan, Bacardi, Ketel One, Mahana Fresh, Home Chef, Buitoni/Skinner Pasta, Baskin Robbins, Frigidaire, KitchenAid, Cholula, Chipotle, Lilly Pulitzer, Arnold Bread, Egglund's Best, Kraft Foods, Oscar Mayer, Odwalla, Tassimo, The Home Depot, and many more. [Click here for full client list](#)

PORTFOLIO: <https://www.kristen-hess.com>

DEGREES + CERTIFICATIONS

Kristen holds a Bachelor of Fine Arts degree (BFA) in Graphic Design from University of SC, Columbia, and a Master's degree (MA) in Advertising from RMIT University in Melbourne, Australia. She also has intensive post-graduate and continuing education in food styling and photography, studio lighting, food writing and social media, culinary arts, prop / set styling, and video shooting/production from The Institute of Culinary Education (ICE), International Center of Photography (ICP), PhotoManhattan and Perfect Picture School of Photography in NYC. She has studied professional food writing, blogging and social media with (ICE), Parsons New School, Gotham Writer's/NY Times Knowledge Network and holds a Certificate in Food and Wine Pairing (Intro Sommelier Course) from the International Culinary Center (ICC) in New York City.

WORK EXPERIENCE

Senior Photography Stylist - H-E-B, Betty/Quad San Antonio, TX (2021-current)

- Senior Lead Photography Stylist for H-E-B Advertising at Quad (now Betty Agency)
- Core Responsibilities include: Art Direction, Food and Prop Styling for all food, fashion, lifestyle and product photo shoots for H-E-B Advertising across Print, Web, Digital, Social, Signage, OOH, collateral, sponsored advertising, direct mail, and restaurant signage and kiosks and mobile assets
- Concept photo ideas based on the client assignment, choose props and backgrounds, look and feel/tone of the photography, and working with Lead Photographers to style and lay out shots in line with H-E-B corporate brand guidelines and creative briefs.
- Lead Food Stylist for all photoshoots including food shopping and prep, cooking, food styling and managing Food and Photo Assistants working on set with me and photography teams. Lead Pre-Production calls with clients to discuss food and styling ideas, write shot lists, review recipes, and pull creative references/photo direction for the Photographers on all shoots. Work with H-E-B Creative team to ensure all food photography is on brand and approved by Management.
- Manage all Assistants and Jr Stylists, freelancers and vendors on set, providing direction and acting as a mentor on set and in the kitchen
- Partner with Art Directors and Creative Directors at H-E-B Advertising to ensure the food styling and photography is on brand and aligned with Creative teams' vision for the shoot

Freelance Photographer / Food + Prop Stylist + (Self-Employed) New York, NY (2012 - 2021)

- Freelance Food Photographer / Food and Prop Stylist with clients in NYC, Atlanta, Tampa, LA, Chicago
- Food, Product, Lifestyle and Portrait Photography, food styling, prop / set styling and art direction for food and beverage, lifestyle, fashion/retail, editorial, restaurant and catering/hospitality clients for Print, Web, Editorial, Video, Television, Social Media and Digital Advertising, PR, Signage, OOH, Collateral, Websites and Events. Key clients Included Wegmans, Publix, KitchenAid, Arnold Bread, Eggland's Best, Morningstar Farms, USDA, NYC Health, Alaska Seafood, National Peanut Board, Kitchen Consultants, Food.com, Downtown Magazine NYC, The Laughing Cow and many more
- See website for full client list: <https://www.kristen-hess.com/bio>

Food Blogger / Content Creator (The Artful Gourmet-Self-Employed) New York, NY (2010 - 2021)

- Content Creator / Publisher of The Artful Gourmet food blog and social media [@artfulgourmet](https://www.theartfulgourmet.com)
- Create, write and publish custom recipes, stories and content focused on food and cooking, restaurants, travel, product and book reviews, food styling, food photography, videos, industry trends, food news and culinary events for The Artful Gourmet food blog and several food and beverage/hospitality clients, PR and Advertising agencies, magazines (print and online), editorial/cookbooks, Chefs, Authors, Celebs, Nutritionists, etc.
- See website for recipes and food writing samples <https://www.theartfulgourmet.com>

Sr. Creative/Digital Producer, Kraft Foods - 360i NY New York, NY (2011-2012)

- Managed online advertising and digital campaigns, complex website design, social media and branding initiatives for Fortune 500 clients in the food and beverage industry (Kraft Foods, Odwalla/Coca Cola, Oscar Mayer, Tassimo).

- Responsibilities included creative management, client management, cross-capability team management, vendor and partnership hiring and management.
Planned and managed photo and video shoots with external vendors for creative campaigns
Ensured campaigns met client's strategic and marketing objectives while delivering flawless execution of all campaign and creative elements from concept through launch.
Provided creative direction for creative team, art buying, managed freelance creatives
Planned/managed client events and publicity/PR engagements, promoting client brands through social media and digital communications.
- Planned/managed the launch of Kraft Foods corporate website redesign, social media content, digital advertising campaigns and food photography / videos for Kraft Foods and Kraft Cheese: www.kraftfoods.com and www.kraftcheese.com
- *Clients:* Kraft Foods, Tassimo, Oscar Mayer, Odwalla, Coca Cola

Sr. Creative/Digital Producer - Digitas NY

New York, NY (2008-2011)

- Managed multiple online advertising and digital campaigns, complex website design, social media and branding initiatives for Fortune 500 clients including American Express, IBM, TIAA-CREF and The Home Depot.
- Responsibilities included creative management, client management, cross-capability team management, vendor and partnership hiring and management.
Planned and managed photo and video shoots with external vendors for creative campaigns
- Ensured campaigns met client's strategic and marketing objectives while delivering flawless execution of all campaign and creative elements from concept through launch.
Provided creative direction for creative team, art buying, managed freelance creatives
- Planned/managed client events and publicity/PR engagements, promoting client brands through social media and digital communications.
- Planned/managed the launch of the website redesign, print, direct mail, emails and banner ads, and digital advertising, photography and videos for all client campaigns

Sr. Creative Producer - J. Walter Thompson

New York, NY (2007-2008)

- Planned/managed integrated advertising client campaigns for Domino's Pizza, Stride Gum/ Cadbury, Macy's and Rock the Vote from project Initiation through launch across Print, Radio, TV, OOH, Direct Mail
- Partnered with Account Managers and Creative Directors to ensure all creative work was delivered on strategy, on time and on budget.. Led creative internal and client reviews and managed the creative presentations and new business pitches.

Sr. Program Manager/Corporate Branding - Interbrand

New York, NY (2006-2007)

- Planned and managed large scale branding and corporate identity projects for Fortune 500 clients from initiation through launch
- Partnered with Strategy and Creative Directors to map out project plans, timelines, budgets, staffing and scopes of work
- Developed and managed creative strategy sessions and workshops as well as all creative concepts and production

- Clients included John Deere, Victorias Secret, ADP, Microsoft

Art Director /Sr. Graphic Designer - The Home Depot

Atlanta GA (2001-2004)

- Full time freelance Art Director and Sr Graphic Designer for The Home Depot Corporate Advertising group.
- Concepted and designed print advertising campaigns, brochures/collateral, direct mail, catalogs, signage, logos, posters and all creative materials for Home Depot, Supply, and EXPO store divisions
- Managed vendors and freelancers for printing, direct and digital campaigns

Owner/Creative Director - High Design

Atlanta GA (1999-2001)

- Freelance Art Director and Graphic Designer for several clients in Atlanta GA
- Created and designed ads, brochures, logos, websites, direct mail, email campaigns and banner ads for several companies including Choicepoint, Max Commerce, Hampstead Lightning, XS International Inc., and a variety of projects for local advertising and PR firms

EDUCATION/DEGREES

- RMIT University (MA) Master of Arts, Advertising – Melbourne, Australia (2004-2005)
- University of South Carolina (BFA) Art Studio/Graphic Design – Columbia, SC (1990-1991)
- SUNY Buffalo State (BS) Design – Buffalo, NY (1987-1989)

CONTINUING ED + POST GRAD TRAINING

- International Culinary Center – Certificate in Food + Wine Pairing – NYC (Nov-Dec 2014)
- International Center of Photography – Digital Photography, Food Photography, Studio Lighting, Daylight Studio Portraits – New York, NY (2011-2016)
- Parsons New School – Professional Food Writing – New York, NY (Summer 2011)
- Institute of Culinary Education (CON ED): Over 35 classes and courses in cooking, food styling, food photography/video, and food writing/media across a variety of cuisines and techniques (2007-2017)

SKILLS

- Creative and Art Direction/Graphic Design
- Creative Strategy / Branding
- Photography - Food and Beverage, Product, Packaging, Portrait, Lifestyle, Still Life, Tabletop
- Studio Lighting + Natural Light
- Food Styling / Chef
- Prop Styling + Set Design
- Recipe Development/Testing
- Writing, Blogging, Content Creation
- Brand Ambassador/Influencer
- Social Media Content Creation
- Digital Video – Lighting / Shooting / Editing
- Creative Production

- Marketing / Advertising Management
- Client, Vendor and Team Management
- Advertising research / testing
- Software - Adobe Creative Suite: Photoshop, Lightroom, Illustrator, InDesign, Premiere Rush, Microsoft Word, PowerPoint, Project and Excel (Mac and PC)
- Has work experience across multi-channels - Advertising, Editorial, TV/Video, Print, Direct, Web, Mobile, PR, Social Media, Branding and Corporate identity, Events
- Knowledgeable and experienced with digital and interactive technologies
- Proficient and knowledgeable across several capabilities: Creative Direction and Team Management, Advertising and Brand Strategy, Client Management, Advertising/Marketing/Social Media Campaign Management, Project/Program Management, Creative Production
- Agency and Client-side experience, International experience (Australia)
- Excellent creative, strategy, leadership, organizational, communication and presentation skills