

Kevin Michael Reed

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Education

- 2015- **The New School for Public Engagement**, The New School, New York, New York
Master of Arts, Media Studies
- 2013-2015 **Fashion Institute of Technology**, State University of New York, New York, New York
Bachelor of Fine Arts, Photography. Minors: English & History of Art
- 2003-2005 **Fashion Institute of Technology**, State University of New York, New York, New York
Associates in Applied Science, Photography.
- 2000-2001 **Mid-Florida Technical Institute**, Orlando, Florida
Certificate Program, Photography
- 1998-2000 **Gateway Community College**, New Haven, Connecticut
Business Administration / Marketing

Experience

- 2014 - present **Rolling With Virgil, LLC**, New York, NY
Producer
Feature film written by Conrad Shaw. Produced 5 minute financing trailer production. Prepared initial budget and financing proposal for investors. Recruited & hired production team. Preproduction for full feature length film to begin in October 2015.
- 1999 - present **Kevin Michael Reed Studio Inc**, New York, NY
Photographer/Director
Create look books, catalogs, advertising campaigns and other collateral for apparel companies in New York, Miami and Los Angeles. Photograph editorials for magazine publication. Manage a team of up to twenty seasonal part time and full time employees, as well as numerous freelancers. Conduct research on the brands, advertising campaigns and public profile of clients and their competitors to determine market trends.
- 2011 - present **American Society of Media Photographers**, New York, NY
(2015-present) Vice President
(2011-2015) Member of Board of Directors, Co-Chair of New Media Committee, Chair of Marketing Committee
Plan, organize and produce events for the organization of photographers and the photographic community. Programming development for events and educational materials focusing on the area of New Media. Produce and Direct IDEASHARE, a TEDx-like event for the photography and art community, featuring 16-18 speakers in a theatre with high production value. Editor-In-Chief of SHARPEN (ASMP NY's Online Magazine).
- 2005 - 2006 **TV Taxi, Inc.**, Fort Lauderdale, FL
Operations Manager
Designed studios and editing suites, researched and procured equipment, and launched their Fort Lauderdale, Florida production facilities, including a state-of-the-art ten station editing suite, ten thousand square feet of studios, and a fleet of mobile production vehicles. Managed a team of ten full-time employees, oversaw the day-to-day operations of the facilities, and contributed creatively to the productions TV Taxi was producing.

2000-2001 **VentureDirect Worldwide**, New York, NY
National Media Specialist
Researched and produced proposals for media buying plans and direct marketing campaigns for Fortune 1000 companies. Coordinated the execution of print and direct marketing campaigns. Assessed project success and prepared ROI reports for each client based on campaign results.

1998-2000 **McMillen Advertising Corporation**, Branford, CT
Account Executive
Achieved \$15 Million sales within first six months of employment. Negotiated and secured contracts for circulation direct marketing for top newspaper publishing companies throughout the country, including the New York Post, Boston Herald, LA Times, St. Petersburg Times, and others. Developed telemarketing scripts, purchased and brokered direct mail lists, and researched, purchased and organized outdoor media placements. Oversaw direct marketing campaigns and interpreted results for reporting to clients.

Select Video & Film Projects

2015 Producer/Director, "In Dreams" Experimental Short Film with Choreographer Estefano Gil
2014 Producer, "Rolling With Virgil" Financing Trailer, Rolling With Virgil LLC
2014 Producer/Co-Director/DP, "Androgyny" Fashion Film, Kevin Michael Reed & Tudor Vasilescu
2007-2010 Producer/Director, "The Cool Book" National TV Commercials, Client: The Cool Book
2010 Producer/AD/Gaffer, Shakti "Do The Thang Thang" Music Video, Director: Atin Mehra
2007 Producer/Director, "Shut Up & Model" Reality Show, TV Taxi Production, Inc

Other Creative Projects

2015 Lighting Designer & Mentor, "Mary Poppins" Trumbull Youth Assn, CT, Director: Brett Boles
2015 Master Electrician, "Moon Over Buffalo" Saybrook Stage Company, CT, Director: Martin Marchitto, Lighting Designer: Gregory Downing
2015 Lighting Designer, "Company," Manhattan College Players, NY, Director: Martin Marchitto

Exhibitions

2015 Group Show: "The 30 Collective", Fashion Institute of Technology, New York, NY
2014 Publication spread in Creative Showcase: Icon Magazine
2013 Group Show: "Departures", Fashion Institute of Technology, New York, NY
2005 Group Show: "Pixels", Museum at Fashion Institute of Technology, New York, NY

Achievements / Awards / Press

2014 Fashion Film "Androgyny," Official Selection: Miami Fashion Film Festival (Miami Beach, Florida), Chelsea Fashion & Film Festival (New York, New York), London Fashion Film Festival (London, UK), Women & Fashion Film Festival (New York, New York).
2014 Winner, Fashion/Beauty Category, American Photographic Artists NY, Photo Contest
2013 Write up in Photo Digitaal Magazine, Netherlands, Issue #38
2013 Write up in Digital Photographer Magazine, UK, Issue #130
2011 Named to Graphis "100 Best in Photography 2011"
2010 Name to Westcott "Top Endorsed Pros"
2009 2 Gold Awards & Cover, Graphis Photography Annual

Still Photography Clients & Publications

Editorial: W25, Ouch! Magazine, 360 Magazine, Salons Unlimited, Supermodels Unlimited, Teen Scene, Cliche Magazine, Photo Sessions, Fashion Erotica, Photo Digitaal, Digital Photographer

Advertising/Catalog: Elanis, Deibe Rondon, ibbi Collection, Poetik Designs, Terani Couture, TAIN Culture Cosmetics, Kourosch NY, Landa Designs, OVVO Optics, RadioPrint.TV, Microsoft, Rubies Costume Company, The Cool Book, Henri's Cloud Nine, Gambino Apparel Group, Bron Imaging Group, AURA Fashions, WRECORDS by Monkey, Innotech Systems, Mimz NYC, McMillen Advertising Corporation, Sensory9, Discover - New Haven, Rogue Chic Fashions, Alisa Brides.

Non-Profit: SMART Youth NYC, Flashes of Hope.