






CLAIRE WOODALL

PICTURE EDITOR

CONTACT

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PROFILE

Picture Editor experienced in using creative and technical skills to produce high-quality editorial and marketing material for major media organisations. Highly organised and self-sufficient with the initiative and drive to deliver commissioned photography shoots and researched imagery to deadlines. Capacity to deal simultaneously with a number of rapidly changing and competing priorities.

SKILLS

PROFESSIONAL

Shoot Production
Art Direction
Picture Research
Illustration Commission
A network of photographers, stylists, make-up artists.
Compliance with copyright and image usage guidelines
In-depth knowledge of UK and international photo libraries
Prop Styling
Problem Solving
Team Management

TECHNICAL

Adobe Photoshop
Adobe XD
Adobe Illustrator
Adobe InDesign
Microsoft 365

KEY ACHIEVEMENTS

- Director magazine had been produced for members of The Institute of Directors for around 70 years. Tasked with implementing change from the traditional business magazine format and style to a product that would attract a younger membership. I brought in world-renowned photographers such as Jay Brooks and Steve Neaves to work on our cover shoots with the UK's business leaders – making the magazine more stylish and approachable.
- As Visual Editor at the creative agency Seven C3, I led the visual team on high profile digital projects for clients including Bentley, Fujitsu, Vitality and Sainsbury's Magazine
- Sky Mag was the publication and digital content portal for Sky TV subscribers. During my time at the company, it had the highest circulation of any UK magazine at 9 million. My role there involved personally arranging on-set and studio photography with major TV and film celebrities.

EXPERIENCE

PICTURE EDITOR - FREELANCE

Channel 4 VOD; Channel 5 VOD; Redwood; Virgin Media TV Edit; American Express; John Brown Publishing; McColl's Magazine | 2018 - Present

- Several extended placements at major broadcaster and content agencies.
- Gathering and manipulating key art and episodic images for All4 VOD and My5 VOD to run on other online platforms such as Amazon TV, Apple TV, Now TV, Sony PlayStation TV and Sky.
- Cropping images to various specific formats. Composition of images and opening title treatments together; recreation of title treatments from archived TV shows using Adobe Creative Suite.
- Liaising with listings teams and picture publicity departments to ensure programme images are live on time.
- Communicating directly with TV production companies to obtain imagery not available via press teams.
- Working with American Express in a role that required me to help flesh out their existing photography with sourced material; the position also included fee negotiations and securing image rights for commercial use.
- Sourcing images for a National Lottery campaign with John Brown Publishing.
- Sourcing travel, lifestyle and food images for McColl's magazine.

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EDUCATION

BA Hons in Photography, Arts
University Bournemouth

Certificate IV in Graphic Design,
Shillington College, Australia

BTEC National Diploma in
Photography, Kingsway College,
London

INTERESTS

Literature

Cycling

Health & Fitness

Cooking

Graphic Design

REFERENCES

Alexandra Wall
Daily Editor, All 4
T: 0788 964 1984
E: awall@channel4.co.uk

Chris Rowe
Art Director at Chris Rowe Creative
T: 07980 310 005
E: mrchrisrowe@hotmail.com

EXPERIENCE CONTINUED

VISUAL EDITOR

SevenC3 | 2017 - 2018

- Employed by a digital content marketing agency.
- Worked with major clients including Fujitsu, Burgess Yachts, Bentley, Sainsbury's and Weight Watchers.
- Line-managed Deputy Visual Editor.
- Collaborated with teams to brainstorm content.
- Delegated assignments to in-house team members and freelancers.
- Supervised photographers, stylists and illustrators to ensure deadlines were met.
- Project managed studio and location shoots in the UK and internationally.
- Held meetings with clients to establish design briefs, concepts and production criteria.
- Promptly provided estimates to clients on time and cost required to develop work.
- Produced work-in-progress versions to obtain early client feedback.
- Used Adobe Photoshop and Illustrator to complete edits with attention to detail and accuracy.
- Ensured compliance with copyright law, image rights and company policies and guidelines.

PICTURE EDITOR

Institute of Directors | 2011 - 2017

- Employed by the leading business organisation for company directors.
- Coordinated with senior editors and other team members to identify photography needs.
- Responsible for completing various photography and film projects for *Director* magazine, Director.co.uk and loD.com.
- Successfully redesigned the loD website to give it a fresh new look.
- Worked closely with creative directors to agree on magazine cover concepts.
- Ensured all assignments were shot and edited in time for publication.
- Reviewed photoshoots and made shortlist selections in order to meet requirements of the brief.
- Manipulated photos to achieve the highest quality using appropriate tools.
- Liaised and advised on longer-lead projects with editors, photographers and the commercial team.
- Kept up to date with new image editing technologies.

ADDITIONAL CAREER HISTORY

2011/12 – Freelance Picture Editor, Daily Telegraph

2008/11 – Picture Editor, Sky

2007/08 – Freelance Picture Editor, Grazia magazine and Radio Times

2001/06 – Picture Editor, BBC Good Food Magazine; Olive

2000/01 – Freelance Picture Researcher, Daily Telegraph, M&S Magazine, Ministry of Sound and Time Out magazines

1998/2000 – Senior Picture Researcher, Superstock