

Ana Maria Lyons

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PROFILE

My passion for art and creative adventures made who I am right now. I am a Marketing Director for a high end jewelry company in NYC.

Before my current role, I lived in Paris for 10 years. I absorbed the culture and facilitated artistic manifestations, as a fashion and jewelry photographer, a designer and even VJ (video joker) in different Parisian clubs.

Jewelry is a truly unique form of art which can be appreciated by all generations. I'm looking forward to an opportunity to expand my knowledge, be part of a creative team, and share the beauty, wisdom, and passion of each piece of jewelry.

EXPERIENCE

Marketing Director. Soho Gem Fine Jewelry store. NY. 2016- Present.

Development and implementation of the Brand strategy. Developing the marketing strategy for new and existing products. Overseeing implementation of the Marketing strategy - including campaigns, events, digital marketing, and content as pictures and videos.

Curator and Videographer. Rabbithole. NY. June-2013 to August 2016.

Rabbithole is a community-focused contemporary art gallery and experimental space based in Brooklyn. Since its founding in 2005, the gallery has become a fixture in the Dumbo art district.

www.rabbitholeprojects.com

Responsibilities:

- Prepared the photo studio, installed lighting, and purchased materials
- Digitally edited photos
- Musician and art shooting
- Reporter photographer in openings

Art Teacher. Creativity Wild NY. June 2015- July 2016.

Creatively Wild Art Studio (CWAS) offers innovative art classes for all age groups and socioeconomic classes. For the past seven years, Creatively Wild has provided art classes, scholarship programs and free public art programs to families city-wide.

Responsibilities:

- Teaching visual art to kids
- Photographer of kids during the art class.

Art assistant. Elana Gutmann Studio NY. February 2016- July 2016.

Art assistant. Photographer of Elana's art work, website designer

www.elanagutmann.com

Fashion Photographer. Tally Weijl. Paris. October 2008 - October 2012.

Tally Weijl is a Paris- and Basel-based fashion label with 700 stores worldwide. Its slogan is “totally sexy.” www.tallyweijl.com

Responsibilities:

- Prepared the photo studio, installed lighting, and purchased materials
- Photographed doll collections (summer - winter)
- Digitally edited photos
- Directed videos for trends department
- Photographed silhouettes for windows
- Photographed accessories pack-
- Photographed and digitally processed images for the printed catalogue

Fashion Photographer. Italian Fashion Agency. Milan.2007-2008.

The Italian Fashion Agency is an agency specializing in fashion photography, which is then distributed magazines, including Vogue, Marie Claire, Numéro, Elle, etc.

Responsibilities:

- photography of models, attendees backstage and on catwalk.

VIDEOGRAPHER

NEW YORK

Marketing Campaign for [Soho Gem](#)

Corporate videos for www.rabbitholeprojects.com and www.creativelywildartstudio.com

PARIS

Filmmaker of three videos for the artist Guillermo Arizta« Requiem pour mes pinceaux brosse femelles » 2009-2010-2011

Filmmaker videoclips for Hugue LaBars, Patrick Martin, Alexandra Caby. 2011-2012

Filmmaker making of campaigns and catalog for Tally Weijl. 2010-2012

BARCELONA

Filmmaker videoclip for “La Fée déchirée” with Laia Ribas 2013

Filmmaker corporate movie, massage and yoga room. Sala Jawira 2013-2014

Assistant director videoclip “Gozatelo” band “El Tio Carlos” 2011

BOGOTÁ

Director for the TV show Antídoto 1998-2000

FORMATION

2001-2002: School of Photography GrisArt : Darkroom photography and digital retouching. Barcelona, Spain

1998 - 2000: Specialization in audiovisual communications. Javeriana University. Bogotá, Colombia

1995 - 1998: BFA of Social Communication. Javeriana University. Bogotá, Colombia

1996: Lessons for tv and cinema. San Antonio de los Baños. Havana, Cuba.

FOREIGN LANGUAGES

English: Advanced

Italian: Advanced

French : Advanced

Spanish: Mother Tongue

INFORMÁTICA

Microsoft Office, Adobe Master: Photoshop, Illustrator, After Effects, InDesign,
Lightroom, Video editing: Premier

Final Cut 7 and Pro, Imovie, Modul8, Web design: Dreamweaver.