



# Alexandra Seda

## Projects & Collaborations

**Influencer Photographer • Various Clients**

March 2018 – Present

**Editorial Photographer • Downerss Boutique Collaboration**

February 2018 Fishtown, PA

**Assistant Photographer • Reading Film Festival**

August 2016 Reading, PA

**Volunteer Photographer • Run for Heroes, West Reading Police Department**

August 2016 West Reading, PA

**Event Photographer • Reading Country Club, Private Sweet 13**

August 2016 Reading, PA

**Intern/Assistant Photographer • The Reading Health System**

June 2016 – July 2016 Reading, PA

## Relevant Experience

### THE READING HEALTH SYSTEM - MEDIA SERVICES DEPARTMENT

#### Studio Photography Intern

- Facilitated studio portrait appointments of new employees requiring ability to assemble strobe lighting and camera equipment, positioning lighting to best capture each individual employee to be used for promotional purposes including billboards, newsletter, badges and business cards.
- Utilized Adobe Photoshop and Bridge, Portrait Professional, and Noiseware to retouch imperfections ranging from reconstruction of loose ties to smoothing out of facial features and flyaway hairs as well as removing unwanted objects from the background requiring excellent attention to detail and knowledge of latest editing software.
- Photographed in-studio individual portraits as well as out of studio group sessions with use of available light, portable lights and reflectors, later removing unwanted shadows caused by the flash, if any, in the editing process.
- Collaborated with Dennis Wojtowicz on a fashion photo shoot titled, "Sexy, Strong, Empowered," at the recently opened DoubleTree Hotel in Reading, PA, styling models, staging, photographing and editing final images later incorporated into personal portfolio.

## Professional Experience

### PLATO'S CLOSET

#### Sales Associate, Cashier, Buyer-in-training

- Provided excellent customer service to deliver the best in-store experience possible resulting in increased sales.
- Greeted customers and ascertain what each customer wants or needs leading to professional recommendations, or assistance locating and selecting merchandise requiring excellent interpersonal communication skills, attention to detail, knowledge of fashion trends and fit.
- Designed and executed visual merchandising displays such as feature areas and idea-oriented presentations, each completed within a 30 minute timeframe demonstrating ability to work in fast-paced environment.
- Maintained knowledge of current sales and promotions, policies regarding payment and exchanges, and security practices demonstration passion to understand company at all levels.
- Inventoried stock and requisition new stock requiring excellent attention to detail, organizational skills, as well as ability to multi-task and prioritize based on customer traffic.

## Contact

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## Skills

- Specialized in fashion, portrait, sports, event, studio and available light photography.
- Adobe Program Proficiency in Photoshop, Lightroom, Illustrator and Bridge, and other editing programs such as Portrait Professional.
- Published photographer in "Once Upon a Time" by Caroline Vazzana, writer for InStyle Magazine.
- Excellent attention to detail, organizational skills, problem solving and analytical skills.
- Strong work ethic, proficient at multi-tasking and prioritizing assignments.

## Languages

English

Spanish

Italian

## Education

Albright College

Reading, PA

B.A. in Fashion Design &

Merchandising,

Photography Minor,

May 2017

GPA: 3.768

Magna Cum Laude