

## SARA LICHTENFELD

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Passion and expertise in creating compelling imagery and multi-media experiences for quality visual storytelling. Experience developing visual strategies meeting business goals and effective communication. Specializations include: **online and print visual content development | image licensing | image composition and research**

Visit [www.saralichtenfeld.com](http://www.saralichtenfeld.com) for experience and talent visuals.

### PROFESSIONAL EXPERIENCE

**AMERICA ONLINE | Dulles, Virginia** 2003 – 2010

**AOL LATINO SENIOR PHOTOGRAPHY EDITOR** 2008 – 2010

- Created and managed photographic coverage of live events, editorial assignments, and breaking news for original Latino-specific online content reaching a 1.7 million unique visitor audience
- Negotiated photographic licensing; edited Royalty Free imagery; trained Mexico and India photo teams
- Lead Photo Department Design Guide; incorporated imagery into SEO best practices; evaluated and reported gallery and multi-media performance and statistics for departmental reports
- Maintained photographic metadata; created method to publish audio in galleries; edited imagery and audio for multi-media online experiences

**AOL LATINO PHOTOGRAPHY EDITOR** 2003 – 2008

- Member of first Emmy award team for non-traditional viewing platforms for April 2006 "Live 8" online coverage; edited and coordinated staff photography for online interactive experience of global concerts
- Edited imagery for News and Money & Finance channels; licensed photographs; maintained photographic metadata; developed photographic style with web design and user interface

**AGENCE FRANCE – PRESSE | Washington, D.C.** 1999 – 2003

**PHOTOGRAPHY EDITOR** 2002 – 2003

- Coordinated White House and Latin American photographers for editorial assignments; edited News photographs for international publications; translated Spanish captions

**PHOTO EDITOR INTERN** 2002

- Edited and organized photographs, coordinated photographers, and translated captions

**ARCHIVES PHOTO INTERN** 1999 – 2002

- Archived and organized News photographs, assigned metadata, and edited captions

**AMERICAN UNIVERSITY | Washington, D.C.**

**TEACHING ASSISTANT** 2000 – 2002

- Taught students in beginning and advanced photography courses and maintained laboratory

**PHOTOGRAPHIC INTERNSHIP | Prague, Czech Republic** 2001

- Interned for Karel Cudlín, photojournalist; developed film, printed, and coordinated studio shoots

### OTHER EXPERIENCE

**AMERICAN VISIONS MEDIA FESTIVAL**

**JUDGE** 2003

- Critiqued photography entries, curated exhibit of winners

**FIRST PLACE – PORTFOLIO** 2001

- Created a portfolio of Polaroid transfer post cards depicting a dialogue between mother and daughter

**THE EAGLE, American University's Weekly Newspaper | Washington, D.C.**

**STAFF PHOTOGRAPHER AND SENIOR PHOTOGRAPHY EDITOR** 1998 – 2002

### CURRENT ACTIVITIES

WHITE HOUSE PRESS PHOTOGRAPHERS ASSOCIATION (WHPPA) 2004 – present

NATIONAL ASSOCIATION OF HISPANIC JOURNALISTS (NAHJ) 2005 – present

NATIONAL PRESS PHOTOGRAPHERS ASSOCIATION (NPPA) 2003 – present

AMERICAN UNIVERSITY YOUNG ALUMNI ASSOCIATION – BOARD MEMBER 2005 – present

NORTHERN SHORT COURSE 2007 | 2009

### EDUCATION

**AMERICAN UNIVERSITY | Washington, D.C.** 1998 – 2002

Bachelor of Arts, Communication (Visual Media) | Minor in Spanish | GPA: 3.40/4.0

### SKILLS

**LANGUAGE:** Proficient in Spanish | **COMPUTERS:** Photoshop | Audacity Audio Editing | Soundslides | FTP