

# Kelsey Driscoll

PHOTO EDITOR

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ADDRESS

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## EXPERIENCE

### AOL.com

Programming Manager, Photo

March 2017 - present

Associate Photo Editor

June 2015 - March 2017

Photo Editing Fellow

August 2014 - June 2015

- Create photo galleries and slideshows to pair with content to create an appealing and informative experience
- Specialize in photo-first franchises as well as original content around news/sports tentpoles and happenings
- Provide legal guidance on photo usage
- Work across all channels in addition to overseeing visuals on the homepage, mail page and mobile app

### Rochester Red Wings

Minor League Baseball

Photographer

April 2013 - September 2013,

April 2014 - May 2014

- Photographed all home games and team events as well as nearby road games
- Edited photos for immediate publication on team website
- Photographed specific game action to be published in the 2013 Red Wings team card set
- Photographed stadium events including weddings

### Bourne Braves

Cape Cod Baseball League

Photographer

May 2012 - August 2012

- Photographed all home games and team events
  - Edited photos for upload to team's Facebook page postgame
  - Photographed the Cape Cod Baseball League All-Star Game
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## EDUCATION

### Rochester Institute of Technology

Bachelor of Fine Arts in Professional  
Photographic Illustration concentrating in  
Photojournalism

September 2010 - May 2014

Member of the National Press

Photographers Association and Delta Phi

Epsilon Sorority

## HIGHLIGHTS

- Contributed over 100 million page views to AOL.com in 2016
- Helped to lead coverage on AOL.com tentpole events including Super Bowl LI and the 10 year anniversary of Hurricane Katrina
- Efficient in Adobe Creative Cloud programs including Photoshop, Lightroom, InDesign, Premiere
- Trained in AP Style
- Invested in metrics and numbers-based growth
- Experience with several styles of in-house content management systems as well as WordPress and Tumblr
- Active on all major social media platforms
- Basic proficiency in Spanish, American Sign Language