

A L A I N A C H I N G

alainaching@gmail.com / 609.558.8306 / alainaching.com

M . G E M I - New York, NY

Photo Art Director - August 2018 - June 2019

Conceptualized, developed and executed weekly digital marketing campaigns - both photo and video - for weekly shoe drops.

Translated business and marketing objectives into ideas that are clear, compelling, visually exciting, engaging and in-keeping with brand expression and standards.

Conceptualized all photo assets used for online, emails, digital advertising, in-store collateral, mailers and social.

Art Directed all still, on-figure and video shoots.

Led the photo studio and photo studio team which shot 3-4x per week.

Developed new brand guidelines for all product photography including shoes, belts, and bags.

Assisted in the re-branding and new platform relaunch of mgemi.com. Helped shape the creative vision for new photography on the site. Re-cropped existing photo assets to work within the new Shopify platform.

Partnered with the Creative Director and head of Copy to create brand stories and developed concepts that aligned with overall brand strategy and marketing calendar.

Collaborated with the Social Media team to develop long-term creative strategies.

(PRESENT)

K O B I H A L P E R I N - New York, NY
Art Director and Brand Creative - October 2014 - August 2018

Oversaw all aspects of the brand creative and responsible for creating the Kobi Halperin brand identity and voice.

Responsible for the creative direction and design for all advertising, consumer collateral (catalogs, mailers, post cards) digital campaigns and web-based marketing material, packaging, and all other branded materials.

Conceptualized, produced, art directed and executed seasonal look book and campaign shoots; including budgeting, art buying, styling, prop building, on set direction, shot selection, post production editing, and print production.

Designed, managed and updated kobihalperin.com. Regularly maintained and updated site through content creation and press/ PR updates. Provided monthly analysis of web analytics data.

Lead in new store (shop in shops) openings: designed layout and renderings, designed and developed fixtures and visuals, partnered with retailers on shop set up and adhered to their guidelines and practices, negotiated and hired contractors for construction, installed shop and merchandised product, and managed budgets.

Collaborated closely with cross-functional partners including Design, Sales, and Production to ensure creative deliverables met corporate and divisional objectives and strategies.

Managed creative calendar and budget and executed all projects on schedule.

K E N N E T H C O L E P R O D U C T I O N S - New York, NY
Manager, Design Operations - July 2012 - September 2014

Center point between Design, Marketing and PR. Collaborated with crossfunctional teams to align corporate goals and bridge communication between departments. Built the design calendar and managed the design team to ensure all deadlines were met.

Produced all look book shoots; include art buying, styling, and research for hair and makeup. Assisted in all ad campaign shoots; managed sample collection, organized style-out, and stylist on set.

Lead in runway preparation, production and execution; point of contact for all external teams, including creative agency, production team, casting team, and stylist. Managed collection, documented stylistic references, managed all model fittings and alterations, organized backstage set up and managed dressers.

E L I E T A H A R I - New York, NY
Design Administrator - March 2011 - December 2011

Assistant to the Creative Director. Primary responsibilities included managing the design calendar and assisting in all styling for look book shoots, runway shows/ presentations, ad campaigns and catalog shoots. Responsible for managing the design showroom and casting/ booking all showroom models.

T E C H N I C A L S K I L L S

Proficient in Photoshop, Indesign, Illustrator, Bridge, Acrobat Suite

E D U C A T I O N

U N I V E R S I T Y O F W I S C O N S I N - Madison, WI
Bachelors of Business Administration degree, 2010
Major: Marketing. Overall GPA 3.5/4.0

C I T Y U N I V E R S I T Y - London, United Kingdom
Study Abroad Program, Spring Semester 2009

(P A S T)