

# Karen Tomczak

karen.tomczak@gmail.com • (415) 336-6384 • www.karentomczak.com

---

## EXPERIENCE

---

### Freelance Photographer

2009 - Present, International

#### Karen Tomczak Photos LLC

- Photographed and edited over 100 projects including events, documentaries, branded content, headshots, editorials, street style, and polaroids for clients ranging from nonprofit activist groups to models, actors, musicians, and corporations.
- Key photographer for a 12-day shoot for the documentary No Man's Land; the story of the first women-lead city in Cartagena, Colombia.
- Set photographer on UNI The Band's most recent music video, capturing promotional images for an established band's new single.
- Shot featured story on Forbes.com for Built By Girls working directly with The Wing Co-Founder Lauren Kassan, activist and actress Angelica Ross and CEO Claire Wasserman of Ladies Get Paid.
- Created lasting relationships and bonded with amazing clients ranging from surf retreats in Costa Rica to women's empowerment events in NYC.

### Creative Director & Photographer

2023 - Present, Tunisia, North Africa

#### The New Medina

- Project managed the creation of 3 new brands' websites and built them in Squarespace, designing and shooting assets for each site including company logos, brand style guideline documents, product shots, and UX flow.
- Regularly produced original photography and graphic content with Canon 5D Mark iii, Fujifilm XT100 and Adobe Suite Software.
- Shifted a content site to an optimized e-commerce site and increased traffic by 300%
- Designed the website thenewmedina.com, including product shots, UX, style guide, and creative direction.

### Head of Communications & Creative

2020-2023, Cayman Islands

#### Agua Hospitality Group

- Developed a new design role for a rapidly growing hospitality group, overseeing the creation of all marketing, design and creative materials from scratch.
- Successfully managed social media platforms for multiple businesses, resulting in increased engagement and brand awareness.
- Collaborated with cross-functional teams within the organization to create and implement successful social media campaigns.

### Marketing Manager & Photo Assistant

2017 - Present, New York, NY

#### Vincent Roazzi Photo

- At South by Southwest (SXSW), photographed talks and creative directed portraits for the nonprofit Black Girls Code.
- Grew experiential and tradeshow client partnerships by 20% in a 3 month period, leading to over 30 new photography contracts.
- Assisted principle photographer on over 20 corporate trade show shoots contracted by Javits Center, and edited between 500 - 3,000 photo deliverables within a 24-hour turnaround.
- Contracted with Smart Energy Decisions for 6 quarterly corporate summits as principal photographer using a Canon 5D Mark iii and Canon 430EX III-RT Speedlight at 3 venues in Florida, New York, and Philadelphia for events with 500+ attendees.

---

## SKILLS

---

Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe Bridge, Adobe Lightroom, Adobe Premiere, DSLR & mirrorless cameras, Squarespace, WIX, UX Design, UI Design, SEO.

---

## INTERESTS

---

Rescuing stray kittens with local organizations, empowering marginalized communities and women, activism, travelling abroad to find interesting photo subjects, meeting and collaborating with other artists across all disciplines.

---

## EDUCATION

---

Bachelors of Arts • Visual Communication and Design  
San Francisco State University, California