

Michael Calcagno

Connect

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www.michaelcalcagno.com

About

Data-driven digital media professional passionate about developing compelling, engaging imagery and driving production at every stage of content creation.

Skills

Software

Adobe Creative Suite, Photo Mechanic, Final Cut Pro, Google Analytics, Parsley, Looker, Search Engine Optimization (SEO), HTML, CSS, Lexis-Nexis, Asana, Slack, Microsoft Office Suite, Google Drive Suite

Content & Data Management Systems

Wordpress, Drupal, Tumblr, MediaGrid, Libris

Education

Rutgers University & New Jersey Institute of Technology

Master of Arts, History
Aug. 2009 - Oct. 2011
Newark, NJ

Muhlenberg College
Bachelor of Arts, History
Aug. 2004 - May 2008
Allentown, PA

Experience

Upworthy - upworthy.com

New York, NY

Photo & Visuals Editor

Apr. 2017 - June 2017

Visual Story Producer

Aug. 2016 - Mar. 2017

- Wrote, edited, and produced stories with strong visual content that consistently became viral hits for the company.
- Designed and produced engaging visual imagery to elevate brand's storytelling - in articles, social posts, infographics, and features.
- Managed a photo desk that served company-wide departments, including editorial, sponsored content, marketing, and video production, to provide visual assets and find creative solutions.
- Leader in developing editorial strategy for Instagram. Created compelling content that elevated the brands' mission and increased audience engagement.
- Hired and directed photographers, illustrators, and artists for breaking news coverage and features. Managed an annual operating budget of \$48k and negotiated contracts and licenses.
- Mastered the company's content management system and content testing system to raise the quality of the brand's visual content.
- Worked in a remote environment with a dispersed team. Utilized digital communications systems to effectively communicate, increase production and meet deadlines.

People Magazine - people.com

New York, NY

Photo Editor

Apr. 2015 - July 2016

- Researched, curated, and edited photos to complete over 50 daily assignments for digital articles and galleries across brand verticals.
- Mastered Photoshop and streamlined photo editing and design to elevate brand's visual content.
- Streamlined breaking news coverage within the editorial team with data-driven solutions.
- Licensed images and negotiated deals for exclusive content with subscription photography agencies, photographers, and through social media.
- Coordinated distribution of visual assets across Time Inc and across multiple content management systems, including Wordpress, Drupal, and Vignette.

The Weather Company LLC - weather.com

New York, NY

Associate Photo Editor

May 2014 - Dec. 2014

- Coordinated production of stories across multiple departments.
- Secured the rights to images and videos that were featured on weather.com.
- Wrote, researched, and edited content covering weather events and weather-related topics.
- Developed and managed content database to streamline distribution of assets across departments.

Silverstein Properties Inc.

New York, NY

Photographer, Photo Editor, Marketing Consultant

Aug. 2010 - Apr. 2014

- Photographed real estate property holdings across all stages of development to be used in marketing and business development.
- Built and managed the company's digital marketing database with over 10 years of content.
- Planned and created marketing initiatives and campaigns, press releases, and social media posts for real estate projects.
- Produced and managed media events focusing on logistics, design, media, and operations for panel discussions, press events, business conferences, and art installations.
- Coordinated news with major media outlets including the New York Times, AP, CNN, CBS, NFL, and The Weather Channel.