

Christopher Apollo Rodriguez

chris@chrisapollo.com

www.chrisapollo.com

Profile

Imaginative, multi-lingual, retail marketing Art Director experienced in all aspects of print advertising from concept development to layout design direction to photography direction and post production. Skilled in both film and digital photography formats. Ability to coordinate and direct both studio and location shoots and manage production teams.

Software Experience

- QuarkXpress
- Adobe Photoshop
- C1 Pro
- Phase One-Lightphase and Capture One
- Kodak Photo Desk/DCS Host
- Canon Utilities Image Browser
- Power Point
- Excel

Skills

- Fashion and Product Styling
- Photo Shoot Production
- Runway Production
- Event Planning

Languages

- Conversational Spanish and French

Education

- University of Houston
Psychology
- Houston Community College
Theater Production

Career Experience:

04/2007 - Present *Freelance* *SF Bay Area, CA.*

Creative Consultant

- Photo Art Direction.
- Portfolio/Web Site Development.
- Personal Shopping/Styling.
- Home Staging and Decorating.

11/2006 - 04/2007 *Ambrosi Advertising Agency San Francisco, CA.*

Product Stylist

- Room Set Styling
- Clothing Styling (stacks, lay-downs etc...)
- Food Styling with kitchen appliances.
- Photo Art Direction.

1997 – 2006 *Foley's Department Stores* *Houston, TX.*

Art Director

- Partnering with merchants and creative teams to develop strategic concepts for presentations for direct mail, ROP, magazines and signage.
- Creative contribution for merchandise turn-ins, fashion style-outs, proof and team proof meetings.
- Coordinating photo shoots, location selection, as well as casting talent.
- Streamlining photography schedules to efficiently meet budgetary needs.
- Directing on figure Fashion and Product photography.
- Image management and retouching.

Senior Stylist

- Management of the fashion/product stylists.
- On set fashion styling direction.
- Project assignment and logistics.
- Training of incoming fashion stylists.
- Fashion Styling/wardrobe coordinator of commercials.

1996 - 1997 *Stage Stores Inc* *Houston, TX.*

ROP Fashion/Product Stylist

- On set fashion direction.
- Photo Art Direction of Special Projects.
- Fashion Styling/wardrobe coordinator of commercials.
- Photo Shoot production, (travel, hotel, prop rental, location scouting, etc).

- Hiring and management of support staff, (asst. stylists, pressers, caterers)
- Child talent casting.