



Aniuta Aslanian

Photographer / content creator

Contact information

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Professional summary

Photographer and Content Creator with over 10 years of experience in digital photography and social media marketing, driving audience engagement through compelling visual storytelling. Skilled in leveraging advanced editing tools and digital platforms to amplify brand presence and innovate content strategies that evolve with the digital landscape. Passionate about fostering creative collaborations and enhancing brand narratives to achieve impactful results.

Employment history

CONTENT CREATOR

Instagram — Jun 2017 - Present

- Applied current editing and photography tools to tell great stories.
- Created dynamic graphics and pieces to increase website and social media traffic.
- Developed original content through social listening and independent sources.
- Implemented strategies and tactics to grow followers on social media channels.
- Identified target audiences to analyze characteristics, behavior and media habits.
- Conducted online research to obtain relevant information and materials.
- Strengthened content through proofreading and editing.
- Wrote quality content for clients, enabling site visitors to quickly obtain information.
- Generated stories to reflect current trends and news to pull audience into website.
- Utilized digital publishing platforms to prepare well-structured drafts.
- Analyzed conversion and bounce rates to measure success of content.
- Coordinated with marketing and design teams to illustrate articles.
- Boosted brand engagement by creating compelling social media posts and campaigns.
- Enhanced brand recognition through the development of tailored marketing materials and visually appealing graphics.

- Maximized audience reach by strategizing and executing targeted email marketing campaigns.
- Elevated brand authority as a thought leader in the industry by contributing insightful articles to reputable publications within the niche market space.
- Continuously honed content strategy by regularly monitoring data analytics, using insights to inform future decision-making and drive ongoing improvements.
- Produced original, creative content for promotional advertisements and marketing materials.
- Customized brand message to reach and capture target audience interest and drive engagement.
- Promoted and marketed works through social media platforms.
- Chose cover photography or artwork, selected fonts and arranged designs to attract target readership.
- Collaborated with illustrators and photographers to enhance content.
- Studied and commented on current news and trends.
- Wrote advertising material for use by publication, broadcast or internet media to promote sale of goods and services.
- Consulted with editors to shape story and eliminate any errors.

PHOTOGRAPHER

Photographers, Los Angeles — May 2015 - Present

- Digitally edited photos to enhance appearance.
- Took photos from different angles and perspectives to capture perfect images.
- Edited, toned, captioned, and uploaded photographs for publication.
- Photographed high-quality images for various print and digital projects.
- Planned and prepared for on-location and studio shoots.
- Utilized natural and artificial lighting to capture desired images and maintain quality.
- Scheduled and booked locations for photo shoots, working collaboratively with clients and contacts.
- Assisted clients in selecting poses, wardrobe and backgrounds to photograph different looks, concepts and locations.
- Displayed portfolio to show off best work to potential clients and promote skills and value.
- Leveraged camera gear and equipment to express creative vision.
- Offered image proofs to help clients choose best photos from shoot.
- Managed and organized photo database using consistent naming conventions and key-wording for search optimization.
- Scheduled studio appointments to shoot wide variety of subjects.
- Used image processing algorithms to reduce motion blur and enhance color, contrast and light range.

- Leveraged mechanical mounting systems to improve focus and image stability.
- Captured stunning images by utilizing various lighting techniques and creative compositions.
- Enhanced client satisfaction through exceptional editing skills, resulting in repeat business and referrals.
- Showcased diverse photography styles for clients to choose from, increasing portfolio versatility.
- Managed multiple projects simultaneously by prioritizing deadlines and maintaining excellent organization.
- Collaborated with clients to understand their vision, ensuring the final product met or exceeded expectations.
- Delivered high-quality images under tight deadlines, demonstrating strong time management skills.
- Continuously improved technical skills by staying updated on industry trends and new equipment.
- Developed strong relationships with clients through clear communication and professionalism.
- Expanded clientele base by consistently delivering top-notch imagery that showcased individuality and uniqueness of subjects.
- Contributed to marketing materials with compelling visual content to increase brand awareness.
- Served a diverse range of industries, including weddings, corporate events, fashion shoots, and family portraits.
- Optimized workflow efficiency by implementing photo editing software tools like Lightroom and Photoshop.
- Conducted pre-shoot consultations to discuss clients' needs and preferences for optimal results.
- Streamlined photo selection process for clients using online galleries and proofing systems.
- Established a recognizable personal brand within the photography market through consistent style and quality workmanship.
- Implemented effective marketing strategies such as social media promotions which resulted in a significant increase in client bookings.
- Captured stunning images for variety of projects.
- Selected and set up appropriate props, backdrops, and lighting.
- Assisted clients with creative ideas for photography needs.
- Utilized various types of camera equipment to capture best possible shots.
- Collaborated with other photographers and videographers to capture special events.
- Customized photography strategies based on intended use and client preferences.
- Collaborated with clients to create engaging photo albums.
- Monitored trends in photography to stay current in industry.

- Researched new camera equipment and accessories.
- Trained new photographers in use of camera equipment and editing software.

Education

Bachelor Of Tourism Studies

VSU, Voronezh, Russia — Sep 2022 - Present

Skills

Influencer Collaboration	Social Media Marketing
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Content Scheduling	Digital Publishing
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Social Media Management	Digital Photography
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Copywriting	Photography
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Languages

Armenian	Russian
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English	
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Links

[Instagram](#)

[Portfolio](#)