

JOE SELKEY

– CAREER OBJECTIVE –

Seeking opportunities to serve the creative community and build lasting relationships. Diverse blend of photography, retouching and design experience plus a seasoned approach that combines practical marketing perspective with curiosity and collaboration.

– WORK EXPERIENCE –

PHOTO RETOUCHER

Educated Solutions Corporation Brookfield, WI – April 2022 to present
Contract photo retouching for Kohl's catalog, direct mail, and in-store collateral. Alpha channel masking, clean up and shadow additions. Integrated production workflow utilizing Censhare digital asset management.

MARKETING MANAGER

Blackberry Hill Farm Waukesha, WI – June 2020 to May 2022
Creative direction and execution across all marketing channels for hydroponic urban farm startup. Logo development, POP sales collateral, packaging design and food and product photography.

PHOTOGRAPHER/RETOUCHER

Bader Rutter Milwaukee, WI – April 2016 to June 2020
Established and operated photo and retouching department with Pantone-certified color proofing, saving \$800K in outside vendor cost. Clients included Corteva, Case IH, NW Mutual, Zoetis, and Pioneer seeds.

DESIGNER/PHOTOGRAPHER

DanOne North America Broomfield, CO – December 2008 to April 2016
Photography, retouching and design for packaging, collateral, trade show and social media. CPG food brand support for Silk, Land O' Lakes, International Delight, STOK and Horizon Organic Dairy.

CREATIVE DIRECTOR

The Parent Company Denver, CO – June 2006 to December 2008
Directed creative department and photography teams to produce sales catalogs and online content for multiple e-commerce brands eToys.com, MyTwinn.com and BabyUniverse.com.

ART DIRECTOR

Westphal West Denver, CO – September 2000 to June 2006
Directed photography, color correction and retouching for luxury, sports and consumer goods including MillerCoors, Ralph Lauren, John Atencio Jewelers, Gaiam, and Skiing Magazine.

– EDUCATION & ASSOCIATIONS –

Colorado Institute of Art BFA MEDIA ARTS Denver, Colorado

Member of AIGA, the professional association for design, Art Directors Club of Denver, and the National Association of Photoshop Professionals.

Mac OS and PC proficient in Adobe Photoshop, Illustrator, InDesign, Acrobat Pro, Bridge, Lightroom, Premier, Phase One Capture One and MS Office.