

GRIZEL PRECIADO

Chicago, IL

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CAREER SUMMARY

Dynamic, versatile, and creative professional with 15+ years' experience in photography, brand identity, event production, and customer experience. Skilled at combining project vision, operational parameters, and logistics to produce high quality deliverables that meet budget, timeline, and objectives. Strong ability to collaborate with clients, possessing a deep commitment to take a project from conception to completion while exceeding client objectives.

TECHNICAL SKILLS

- Project Management
- Client Relations
- Adobe Photoshop
- Scheduling
- Creative Branding
- Lightroom
- Project Budget
- Staff Training
- Microsoft Office suites

RELEVANT EXPERIENCE

Freelance Lifestyle and Brand Photographer | Grizel Preciado, Chicago, IL

2009 – Present

- Manage end-to-end photography business operations including concept development, shoot logistics and timeline to produce high quality deliverables for client
- Design marketing collateral, print and digital, for leading athletic companies (ie: Nike, Footlocker, and Adidas) resulting in nationwide brand social media and web campaigns.
- Oversee 2-3 large scale projects per month to ensure projects are complete within clients outlines budget and timeline
- Build book of business through networking, brand outreach, client meetings and referrals to enhance offerings, expand client base and produce project deliverables
- Selected for prestigious *Jordan Brand Women's Collective* as a brand trailblazer in 2022 recognizing innovation brand partnership and increasing future female directed collaborations

Creative Events Specialist (Contract Positions) | Limitless LLC, Position Sports, Michelada Fest, Chicago, IL

2021 – Present

- Lead event set-up, design and photography in collaboration with Jordan Brand Classic to showcase high school basketball talent across the country
- Collaborate with client to launch store activation to support new shoe release and increase client exposure and revenue
- Interfaced with individual artists and bands to manage hospitality experience at 3-day music festival and ensure positive guest experience

Private Events Producer | 16" on Center, Chicago, IL

2018 – 2023

- Oversaw private event production 20-1000+ individual (corporate and weddings), including overall vision and event management to ensure guest satisfaction.
- Organized vendor logistics, event set-up and tear down and post event evaluation to improve operational efficiency for venue
- Designed green room experience for individual artists and bands ensuring artist satisfaction and security to enhance overall show performance

ADDITIONAL EXPERIENCE

Bar Lead | Etta

2017– 2020

- Created and curated customized beverage menus to enhance guest experience and increase repeat business
- Tracked inventory to ensure proper restocking to meet the needs of product demand and consumption

EDUCATION

Associate of Arts | Harold Washington College

Coursework towards Bachelor of Arts Marketing and Photography | Columbia College