

AMANDA KARI MCHUGH

PHOTOGRAPHER, RETOUCHER + JOURNALIST

MA Engagement Journalism + Journalism
Craig Newmark Graduate School of Journalism at CUNY
Graduation: December 2023 (anticipated)

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SELECTED PROJECTS

[Is Tompkins Square Park the New CBGBs?](#)
photographer/retoucher/writer/producer

[Love Comes in the Derpiest Dogs](#)
photographer/retoucher/writer

[6 Reasons You Can Afford Sundance Film Festival](#)
photographer/retoucher/writer

[People of Art Basel Miami](#)
photographer/retoucher/writer

RELATED EXPERIENCE

StoryCorps, New York, NY (hybrid)
Production Intern, Summer 2022

Supporting production department for the Morning Edition segment on NPR by sending Airchecks, adding audio content to PRX and Salesforce, sending meeting reminder emails and taking meeting notes at all story meetings.

Pitching and developing stories weekly for Morning Edition, sourcing stories from integrative engagement reporting and the StoryCorps archives. Supporting senior producers in cutting rough cuts (including logging tape) for potential Morning Edition segments on Pro Tools, scripting host intros and constructing story arcs. Shadowing the animation department to learn how to create intriguing visuals for non-narrated audio projects to be used for omni-channels.

[Everfest/Fest300](#) | | [No Fear of Missing Out](#), Los Angeles, CA

Photographer & Journalist | Social Media Manager, 2015 – 2018

Pitched and developed new concepts for both online magazines to expand its readership. Delivered photography assets to complement written articles and for magazine archives. Wrote a gonzo-style article, listicles, and produced acclaimed photos, which increased No Fear of Missing Out's website visibility by 40%. Quadrupled number of shared articles with outstanding storytelling capability (No Fear of Missing Out).

[Manda K Media](#), Los Angeles, CA

Photographer & Retoucher, 2014 – 2021

Shot promotional photography for various clients, including brands, musicians/DJs, businesses, publications, and artists.

Key Achievements:

- Captured images of festivals and special events, increasing awareness and visibility of such activities; matched client's objectives with promo photos suited for media coverage.
- Completed projects, delivered high-quality products, and offered web galleries and contact sheets, achieving good reviews/feedback for superior customer service and satisfaction; adhered to timelines and budget constraints.
- Acted as resident photographer for LevelGround, Powerhouse LA, The Brooklyn Mirage, and Daybreaker.
- Worked closely with diverse clientele, including Harman, JBL, Innovative Protocol, Jukebox the Ghost, Saudi Film Days, Brooklyn Film Festival, The Artist's Den, Blumhouse Productions, Bardel Entertainment, and Wella.

Kindra, Los Angeles, CA

Calendar Editor & Photographer, 2018 – 2019

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Collaborated in creation of an events section for the dating mobile application, focusing on boosting user engagement. Generated an effective tagging/tag system, employing keywords and SEO/app store optimization (ASO) techniques.

[What Now? Productions LLC](#), Los Angeles, CA & New York City, NY

Founder, Director, DP & Producer, 2012 – 2021

Produced and filmed documentaries, music videos, a PSA and events.

Key Achievements:

- Created a vintage-style PSA on COVID-19 etiquette; developed set of COVID-19 set practices before industry methods were established. Self-distributed to play as part of the pre-show at ten drive-in theaters in seven states (CA, NY, UT, GA, WY, NM, HI). Has 6.7k views on YouTube and growing. Featured on Syracuse's News Ch 9, and LACityview's Ch 35.
- In post-production for "The Family Tree," a feature documentary. Raised 15k and was a "Staff Pick" on Kickstarter. Selected to screen as part of Canon and Female Filmmaker's "Almost Finished" showcase. Front-page feature in the Eagle Observer in Syracuse. Selected by Sundance Collab (2020) to be workshoped in their doc editing course.

Freelance Art and Production in Film & TV, 2012 – 2018

Worked in production (UPM, production coordinator, key PA, walkie PA, 1st team PA and PA) and in the art department (art director, key set dec, set dresser, Art PA) as a full-time freelancer for various TV, film, music video and commercial projects.

EDUCATION

Bachelor of Fine Arts in Theater Arts

The University of the Arts, Philadelphia, PA

Scene Design, Directing, Playwriting

The National Theater Institute, Waterford, CT

OTHER

SOFTWARE: Adobe Creative Suite (Audition, Premiere, Illustrator, Lightroom, Bridge, Photoshop), Pro Tools, Airtable, Photo Mechanic, Final Cut Pro 7, Descript, Trint, Asana, PRX, Salesforce, WordPress, Microsoft Office Suite, Github, HTML + CSS, SEO, Hootsuite, Apple and Windows systems.

HARDWARE: DSLR, 35mm SLR Cameras, GoPro, HDV cameras, Canon C100, GoPro, Tascam and Zoom mics, lavs, shotgun, Blue Yeti mic

RESEARCH: Google Trends and Analytics, Pipil, CrowdTangle, crowdsourcing, interviews, qualitative, NYC Open Data

AFFILIATIONS: SAG-AFTRA, Women in Media, A/V Club at Newmark (treasurer), Film Independent member