

# NANCY OSTERTAG

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## SUMMARY

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A highly skilled and creative senior visual communications manager with a proven track record of photo editing, content creation, design, digital strategy, photography, and storytelling. Keen eye for detail and ability to visualize and predict finished work. Dynamic team leadership skills to guide, lead, and mentor in a variety of capacities. Excellent interpersonal skills to build long-term industry relations to increase company opportunities.

## EXPERIENCE

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### NATIONAL GEOGRAPHIC PARTNERS Manager, Visual Communications

Washington, D.C.  
2016-2020

Worked across all NGP departments to compile, clear, and prepare imagery for promotion of NGP products, including National Geographic Magazine, NatGeo books, travel, Expeditions, etc. Designed and edited multimedia products for communications team and other departments, including executive's office, IT, and HR. Collaborated with in-house and contracted photographers to create visual assets for communications team.

- Updated internal and external publicity image procedures for rights tracking and distribution to internal and external partners as well as the press.
- Created Image and Design templates for National Geographic Executives for internal and external presentations.

### THE TRAVEL CHANNEL Mobile Editor

Washington, D.C.  
2015

Photo edited for "Cities App." Sourcing, including via commissioning original photography, images for major update. Identified Travel Channel Assets to be re-edited and repurposed for mobile.

- Copy and photo edited existing app content pre-launch
- Identified and acquired new content needed pre-launch.

### RARE Contract Photo Editor/Digital Asset Strategist

Arlington, Virginia  
2015

Collaborated with design and communications team to implement DAM system. Curated existing collection. Devised and implemented taxonomies, metadata standards, and workflow for incoming assets.

- Vetted several vendors and systems to find the best fit for Rare's individual image needs.
- Served as liaison and point person for implementation of new DAM system.

### THE TRAVEL CHANNEL Contract Photo Editor

Washington, D.C.  
2014-2015

Edited deliverables from Travel Channel shows and original content for use in Travel Channel websites and apps.

- Analyzed and updated existing workflow for editing deliverables to maximize efficiency.
- Provided additional image/content support to web teams as needed.

### DISCOVERY COMMUNICATIONS Interactive Photo Editor

Silver Spring, Maryland  
2014

Researched, selected, and edited production deliverables and stock imagery as well as sourced editorial imagery. Prepared and designed imagery for social media and website producers.

- At the direction of series producers, created digital content, using unit and publicity imagery, including memes, cover images, composite images, etc. to promote network shows.
- Crafted image sets and templates for ongoing publicity needs.

RARE  
**Web Fellow**

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Arlington, Virginia  
2013-2014

Reviewed and selected images from in-house archive and disparate sources to provide collateral for redesigned website. Led correction and preparation of images (color correction, retouching, sizing) for web.

- Sorted through and designed an initial taxonomy for over 80,000 images collected from multiple sources over multiple years.
- Identified top imagery to include in DAM for multiple initiatives and projects.

DEEP SPACE INDUSTRIES  
**Communications Director**

McLean, Virginia  
2012-2013

Planned and executed massive media push for company rollout. Collaborated with top management and outside contractors to produce videos and multimedia products for company website. Managed all media contact, including answering inquiries, pitching stories, and managing company database of imagery and video. Oversaw day-to-day internal communications.

- Managed small communications team that, in the first weeks after launch, garnered worldwide media interest
- Acted as spokesperson for the fledgling company, including media interviews.

NATIONAL WILDLIFE FEDERATION  
**Photo Editor, Wild Animal Baby, Big Backyard, and Ranger Rick, Jr.**

Reston, Virginia  
2010-2012

Developed relationships with top agencies and photographers. Collaborated with design and production colleagues to ensure highest print quality possible. Researched, optimized, and delivered to editors zero-cost images for rebranded and updated National Wildlife Federation's website. Produced for social media and in collaboration with Editorial Assistant "Behind the Scenes" videos detailing editorial process.

- Built personal relationships with nature and wildlife photographers, ensuring early access to new imagery from the top talent.
- Assisted with and managed updating existing image rights tracking to maximize use of owned images and reduce to zero costly unauthorized reuse of licensed imagery.

#### **ADDITIONAL EXPERIENCE**

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PHOTOASSIST, Bethesda, Maryland, **Photo Researcher**, 2007-2009. Provided thorough and verified reference images to USPS Art Directors. Researched and provided no-cost imagery to educational publishers. Drove sales of event photography assignment business by shooting and producing high-quality marketing materials. Assisted in testing of proprietary rights management software developed in house.

GREENFIELD BELSER, LTD., Washington, D.C., **Art Buyer**, 2006-2007. Developed relationships with top stock agencies and commercial photographers. Collaborated with designers and account representatives to provide high-quality, brand-appropriate, creative imagery. Supervised and provided art direction for in-house photographer and all contracted photographers.

THE AMERICAN FILM INSTITUTE, Los Angeles, California, **Curator and Photo Editor/Archivist**, 1999-2006. Created American Film Institute Photo Archive, including initial research, storage and preservation solutions, and cataloging strategies. Photo edited all in-house publications and special projects. Assisted scholars and media with research in the collection, including managing licensing of AFI images to outside publications and multimedia projects. Secured Getty Images partnership providing for extensive photographic coverage of Institute events and unlimited usage of resulting images in institute publications, websites, and marketing materials.

ANNIE LEIBOVITZ STUDIO, New York, New York, **Intern**, 1995

#### **EDUCATION**

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RUTGERS UNIVERSITY-NEW BRUNSWICK, New Brunswick, New Jersey  
**B.A., Philosophy**, 1994