



# MARJONI MCBRIDE

PHOTOGRAPHER  
& CINEMATOGRAPHER

## CONTACT

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## PROFILE SUMMARY

Dynamic and visionary with a decade of creative industry experience, specializing in motion and still visual arts. Passionate about creating compelling storytelling through innovative photo and video campaigns for agencies. Adept at leading small creative teams, fostering collaboration, and delivering impactful visual narratives resonate with diverse audiences. Thriving on breaking creative boundaries while focusing on strategies driving brand growth and promote meaningful engagement.

## EDUCATION

March 2025  
FULL SAIL UNIVERSITY,  
WINTER PARK FL

- Bachelor of Science  
Cenimaatography
- GPA: 3.94 / 4.0

## SKILLS

- Creative Storytelling
- Photography & Videography
- Cross-functional Collaboration
- Innovation & Trend Awareness
- Strategic Visual Communication
- Pre and Post-Production
- Creative Direction

## AWARDS

- Telly Bronze Award Winner, Branding Content 2018
- Stellar Award- nomination, Music video of the year, 2016

## WORK EXPERIENCE

**Mohawk Industries- Georgia** 2018 - PRESENT  
Senior Advertisement Photographer

- Directed over 50 integrated advertising campaigns annually, increasing social media engagement by 30% and a 20% rise in digital ad conversions.
- Led a creative team of 5+ designers and content creators, streamlining workflow processes boosting team productivity by 40%.
- Directed end-to-end photo and video production, from concept development to post-production, delivering high-quality content contributed to a 20% increase in digital ad conversions.
- Collaborated with cross-functional teams, including marketing and product development, to align creative direction with strategic brand objectives, driving a 15% growth in customer acquisition.
- Pioneered innovative visual trends, including short-form videos and interactive content, resulting in a 25% increase in audience engagement rates.
- Successfully launched and managed multiple cross-channel campaigns, including digital marketing, social media, and traditional advertising, resulting in improved customer acquisition and retention rates.