

# César Cabal

## Lead Photographer

---

Photographer with 11 years of experience including team management in fast paced, product focused companies. I provide skilled and intentional training to develop an efficient and happy team of photographers.

✉ ccabal43@gmail.com

☎ (123) 456-7890

📍 San Francisco, CA

🌐 [Portfolio](#)

---

---

## Work Experience

### Appear Here

Lead Photographer

2016 - current | San Francisco, CA

- Oversaw a team of 7 photographers, editors, and assistants to create stunning photographs for pop-up events resulting in over \$2M in sales for clients
- Led hiring, on-boarding, and training for all photography staff as the company grew by 50% year over year
- Engaged in high-level collaboration with executive and marketing teams to intimately understand customer goals and create shoots that promoted those goals
- Managed operating processes and goals for the photography team to ensure efficient work and quality images improving customer satisfaction by 14% during tenure
- Worked closely with new staff to provide training on equipment and processes to reduce the time it took new employees to meaningfully contribute

### HelloFresh

Photographer

2009 - 2016 | San Francisco, CA

- Contributed creative ideas to implement lighting and design in a studio setting to produce images of food products that increased customer purchase rate by 8%
- Managed prepping, shooting, and editing photos across multiple projects simultaneously reducing the average time to complete a new assignment by 3 days
- Worked closely with product team to understand the key product offerings each month and staged shoots to highlight the highest value inventory
- Processed and edited images from the photo-shoots and created exquisite final products to use in advertising reducing customer acquisition cost by 2%

---

## Skills

- Post-processing
  - Patient
  - Reliable
  - Photoshop
  - Eye For Detail
- 

---

## Education

### Bachelor of Arts, Photographer

University of California, SF

2004 - 2008 | San Francisco, CA