

Kathleen Ricker

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Photography Work: www.Loveandadventurephoto.com www.KathleenRicker.com

Love & Adventure Photography- Feb. 09-PRESENT

www.loveandadventurephoto.com; Instagram @loveandadventurephoto

Photography Studio Manager/Photographer/Editor

- Directed and photographed over 1000 documentary and portrait photoshoots globally for the past 18 years, combining studio and on-location expertise.
- Achieved an annual business revenue ranging from \$150,000 to \$200,000.
- Expertly edited photographs using a diverse array of software, including Photo Mechanic, Adobe Premiere, Adobe Lightroom, and Photoshop.
- Fostered strategic partnerships with renowned publications like magazines, national media outlets (e.g., the Today Show), and website publishers. Spearheaded end-to-end photography projects, including research, conceptualization, pitching, and hands-on direction, resulting in publication-ready content.
- Expertly negotiated contracts and streamlined client workflows using cutting-edge CRM software, facilitating efficient project management.
- Exhibited a keen analytical mindset by monitoring website traffic and social media engagement through tools such as Google Analytics, Facebook Business Suite, and PLANN. Leveraged SEO strategies and harnessed the power of platforms like Instagram, Canva, Pinterest, Facebook, TikTok, and YouTube to attract and convert new clients.
- Monitored website traffic and harnessed social media engagement analytics through tools such as Google Analytics, Facebook Business Suite, and PLANN. Leveraged SEO, as well as platforms like Instagram, Pinterest, Facebook, TikTok, and YouTube, to attract and secure new clients.
- Conducted interviews and portfolio reviews for editors, photographers, and videographers for various projects and photoshoots.
- Nurtured the next generation of professional photographers by providing instruction and mentorship to 15 aspiring individuals, guiding them in mastering the fundamentals of business development and refining their portfolios.

RW Safaris – Jan 2015-PRESENT

www.KathleenRicker.com; www.RickersWildlifeSafaris.com; Instagram @KathleenRickerPhoto

Photography Expedition Leader at RW Safaris

- Orchestrated and guided photography expeditions across East Africa, including unforgettable experiences such as Gorilla Trekking in Uganda, leading ten immersive 7-12 day tours.
- Crafted engaging and informative photographic educational presentations using PowerPoint, enhancing participants' understanding of photography techniques and wildlife subjects.
- Offered personalized, one-on-one photographic training, equipping attendees with essential camera basics, editing skills, and composition techniques, fostering their photography growth.
- Cultivated strong working relationships with local guides and vendors, ensuring seamless collaboration and enhancing the overall expedition experience.
- Expertly managed all aspects of in-country travel, including accommodations, dining, and activities, guaranteeing a smooth and enjoyable journey for all participants.

Safari Travel Agent at RW Safaris

- Skillfully negotiated competitive tour rates with hotels, guides, and airlines in Kenya, Tanzania, and Uganda, optimizing cost-efficiency for clients.
- Conducted in-depth research and formulated compelling pitches for private wildlife tours, attracting prospective clients with tailored safari experiences.
- Oversaw the recruitment and training of guides to assist with on-location tour operations, ensuring top-tier service and client satisfaction.
- Assumed responsibility for supervising and leading clients during safaris and woodland treks, ensuring their safety and providing valuable insights into photography techniques through hands-on learning and engaging presentations.

Photographers without Borders- Documentary Photojournalist Jun 17-March 2020

- Partnered with EntreMundos in Guatemala and Damnok Toek in Cambodia to produce compelling documentary photography, visually showcasing the impactful services provided by these NGOs to the communities they served.
- Collaborated closely with NGO leadership during intensive two-week projects, crafting powerful visual narratives that played a pivotal role in securing crucial funding for these organizations.
- Contributed imagery that enriched the online presence and storytelling capabilities of the NGOs, with the photographs finding a place on their websites, annual reports, and social media channels.
- Undertook projects focused on critical issues, including documenting efforts to combat child trafficking in Cambodia and supporting indigenous communities in Guatemala, using photography as a powerful tool for advocacy and awareness.

University of Maryland Baltimore County

Student Advisor Health Administration & Policy Program (HAPP) Sept. 10- May 12

- Provided guidance and support to more than 200 UMBC students, aligning their academic aspirations and goals with their individual capabilities, interests, and educational backgrounds.
- Clarified complex academic policies, college regulations, program requirements, and procedures to ensure students' full understanding of their educational journey.
- Collaboratively developed tailored educational plans for students, assisting them in selecting appropriate coursework and opportunities to advance their academic objectives.
- Conducted extensive research to identify internship opportunities within the industry, fostering valuable partnerships to enhance the academic program.
- Empowered students to take ownership of their educational and career progress by offering guidance on independent monitoring and goal achievement.

Program Coordinator, Erickson School July 08- April 09

- Orchestrated and oversaw all aspects of the Erickson School Master's Program, including the organization of bi-weekly classroom sessions, the Inaugural Class Graduation, and Welcome Week, ensuring seamless program execution.
- Facilitated clear and effective communication among faculty members, students, and special guests, fostering a collaborative learning environment.
- Managed logistical details such as hotel bookings and catering arrangements for various events, demonstrating strong organizational skills.
- Reviewed Banquet Event Orders and skillfully negotiated contracts, ensuring successful event planning and execution.
- Oversaw the Master's Program budget, meticulously maintained calendars, generated reports, surveys, and marketing materials to support program objectives.
- Served as the Coordinator for the Maryland Charity Campaign at the Erickson School, achieving an impressive 92% participation rate in the campaign.

Walt Disney World Jan. 2001- Sept. 2012

Event Coordinator, Youth Markets

- Led a dynamic team responsible for the meticulous pre-festival preparation during the inaugural season of Festival Disney, ensuring a seamless event.
- Fostered effective communication with directors and travel planners, attending to the intricate details of the festival and ensuring client satisfaction.
- Forged strong partnerships with departments across the Disney property, collaboratively orchestrating successful events.
- Dedicated efforts to provide unforgettable experiences to student groups, ensuring they had the time of their lives at Walt Disney World.

Training Coordinator, Resort Park Sales & Services

- Efficiently coordinated training programs for 35 new cast members, ranging from Managers to Regional Sales Directors, optimizing their onboarding experience.
- Skillfully scheduled training events, harmonizing the availability of new cast members with area managers, directors, and Vice Presidents.
- Facilitated engaging and informative training classes, ensuring that participants acquired essential knowledge and skills.
- Designed databases, surveys, welcome binders, and specialty schedules, tailoring each cast member's training program for success.
- Cultivated meaningful relationships with managers across the property, fostering a collaborative and supportive work environment.
- Spearheaded the creation and delivery of the annual PowerPoint presentation for over 400 cast members, ensuring effective communication and alignment within the team.

PhotoPass Coordinator, Walt Disney Parks and Resorts

- Played a pivotal role as a member of the developmental team for the PhotoPass product across all Disney Parks Worldwide, contributing to its evolution and success.
- Conducted rigorous testing of various wireless technologies and photographic equipment, leading to the development of a system allowing instant upload of vacation photos taken throughout the Walt Disney World resort to an online server for guest retrieval.
- Provided comprehensive training to incoming photographers, imparting camera expertise and the art of composing perfect portraits.
- Established a structured training program to maintain a consistent look and style for images captured in locations throughout the Parks & Resorts.
- Designed optimal camera settings for photographers to achieve the best exposures throughout the day, ensuring top-quality photos for guests.

Education

Bachelor of Science in Photography – May 2004

Concentration in Photography, Theatric Lighting, and Graphic Design Towson University. Towson, Maryland.

Awards, Classes, Publications, and Certifications

- Certified Maryland Naturalist – University of Maryland. 2024
- National Association for Interpretation: Certified Interpretive Guide : March 2024
- ‘Following in the Steps of Shackleton’ The Frederick News Post
- Improv 101- Maryland Ensemble Theatre. 2024
- Award Winning Gorilla Photo on traveling display in Monaco, Spain, Italy, France, and the Kennedy Center in Washington DC. April 2022-Current.
- IAATO Field Staff Certificate June 2023
- NOLS Wilderness First Aid – June 2023
- Marine Education & Research Society’s Marine Mammal Naturalist Course – May 2023
- International Photography Judge for Prince Albert of Monaco Foundation- Environmental Photography Contest-April 2022
- National Geographic – 46 Powerful Wildlife Images – May 2021
- International Environmental Photographer of the Year 2021 – Prince Albert of Monaco Foundation
- Highly Honored- Natures Best Photography -Windland Rice Awards- 2021
- Honorable Mention- Artistic Excellence – Natural Habitat 2017
- Honorable Mention – Humans in Nature – Ward Museum Salisbury University-2020
- Ranked # 3 in the World in 2021 for Wedding Photojournalism with WPJA
- ‘Gorillas in her Midst’- Towson University Alumni Magazine & YouTube Interview
- Photographers without Borders Magazine – ‘Trafficking Survivors and Homeless Youth of Cambodia Find a Safe Space for Healing’
- Over 100 Five Star Ratings on WeddingWire as of 2022.
- Multiple Toastmaster Awards for Speeches.