

AMAN SHAKYA

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CREATIVE DIRECTION · BRAND LEADERSHIP · VISUAL STRATEGY

With 14+ years of creative experience spanning photography, visual storytelling, brand, and marketing, I help turn complex ideas into clear, cohesive creative experiences through thoughtful direction, collaboration, and strategic thinking. My background combines deep visual craft with an instinct for shaping systems, guiding execution, and bringing clarity to the work behind the work.

CORE CAPABILITIES

- **Creative Direction & Brand**
Creative Direction · Brand Strategy · Brand Experience · Visual Strategy · Campaign Development · Visual Storytelling
- **Photography & Post-Production**
Campaign · Portrait · Editorial · Product · Architectural · Exhibition Photography · Retouching · Compositing · Color-Critical Imaging
- **Creative Operations & Systems**
Workflow Design · Production Planning · Process Improvement · Creative Technology · Asset Management · Automation · Team Enablement
- **Leadership & Collaboration**
Cross-Functional Leadership · Creative Feedback · Stakeholder Alignment · UX/UI Collaboration · Mentorship · Production Coordination

SELECTED IMPACT

- **50+ international awards**, including recognition from Graphis, Communication Arts, MUSE, and the International Photography Awards.
- **100+ publication placements** across art, fashion, entertainment, culture, and design, including Vogue, Forbes, The New York Times, Variety, and The Hollywood Reporter.
- Contributed photography and creative work to campaigns, exhibitions, and digital experiences reaching **millions of people** across social, web, print, and editorial platforms.
- Helped lead the transformation of **Smartworks into DIGU**, shaping brand strategy, messaging, digital experience, marketing infrastructure, and product direction.
- Built connected systems and workflows across HubSpot, ClickUp, analytics, paid media, Airtable, StudioBinder, and production tools, improving how teams manage creative, marketing, product, recruitment, and production work.

PROFESSIONAL EXPERIENCE

Savannah College of Art and Design (SCAD), Savannah, GA

Photographer

May 2018 – Present

- Lead photographic execution for **high-visibility campaigns, exhibitions, fashion, entertainment, executive portraiture, architecture, student work, and major institutional events.**
- Translate established creative direction into strong photographic execution through decisions around lighting, composition, environment, lensing, exposure, and subject direction.

- Collaborate closely with creative directors, producers, retouchers, PR, marketing, social, and institutional teams to deliver cohesive imagery across digital, social, print, editorial, and environmental applications.
- Lead technically complex photography involving **mixed lighting, color-critical artwork, reflective materials, large-scale installations, and demanding studio and location environments.**
- Create and refine imagery through **advanced retouching, compositing, color correction, and post-production**, while working closely with retouchers to maintain visual quality and consistency.
- Serve as a technical and workflow resource for photographers and work-study students, providing guidance across lighting, Lightroom, Photoshop, metadata, equipment, and production processes.
- Identify production bottlenecks and develop more efficient systems for **pre-production, location management, talent organization, equipment tracking, and team workflows** using StudioBinder, ClickUp, Airtable, and WebCheckout.

DIGU, Remote

VP of Marketing

July 2023 - Present

- Help lead the evolution of **Smartworks into DIGU**, shaping brand strategy, messaging, marketing direction, digital experience, and customer-facing communications.
- Guide brand expression across website, marketing, content, campaigns, and digital touchpoints, working with designers and collaborators to maintain a clear and consistent experience.
- Serve as **Product Owner** for DIGU's website and client portal, translating business goals into requirements, priorities, user flows, and product decisions in collaboration with UX/UI and development teams.
- Lead marketing strategy and infrastructure across CRM, email, content, social, SEO, analytics, paid media, webinars, and campaign planning.
- Collaborate across leadership, design, UX/UI, development, and marketing to align priorities, provide feedback, and move initiatives from strategy through execution.
- Build scalable workflows across marketing, creative, product, development, and recruitment using ClickUp, HubSpot, analytics, automation, and connected systems.

EDUCATION

M.A. in Photography

Savannah College of Art and Design (SCAD), Savannah, GA – 2018

B.Sc. in Information Technology

Assumption University, Thailand – 2014

TOOLS

Creative & Post-Production

Adobe Photoshop · Lightroom · Capture One · Figma · After Effects · Premiere Pro · InDesign · Illustrator · Frame.io

Marketing, Analytics & Operations

HubSpot · ClickUp · Airtable · Google Analytics · Google Search Console · Ahrefs · Meta Ads Manager