

# NANCY OSTERTAG

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339 Old Route 209 Hurley, NY 12443 || (202) 740-0695 || [nostertag@gmail.com](mailto:nostertag@gmail.com)

[www.linkedin.com/in/nancy-ostertag](http://www.linkedin.com/in/nancy-ostertag)

[www.nancyostertag.com](http://www.nancyostertag.com)

## SUMMARY

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A highly skilled and creative senior visual communications expert with a proven track record of photo editing, asset management, project management, photography production, brand strategy, 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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### ROUNDGLASS

#### Senior Photo Editor

Remote  
2020-2022

Photography Services lead for wellbeing start-up. Image curation, creation, and asset management. Built an image request system and a team of photo editors and freelance photographers to support a rapidly growing content and tech company in the wholistic wellbeing space.

- Photography infrastructure, project management, brand strategy, visual brand, hiring, team management, production, photo editing
- Image licensing, contracts with stock companies, photographers, and support staff
- Set-up and management of digital asset management system, and Asana project management and image request system

### NATIONAL GEOGRAPHIC PARTNERS

#### Manager, Visual Communications

Washington, DC  
2016-2020

Collaborated with full time and freelance photographers to produce visuals for Communications and Marketing teams. Designed and edited keynote presentations for CEO, Communications, HR, and Legal teams. Worked across all departments to compile, clear, and prepare imagery for promotion of NGP products, including National Geographic Magazine, NatGeo books, Travel, Expeditions, etc.

- 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.
- Edited unit photography deliverables for NatGeo shows.

### THE TRAVEL CHANNEL

#### Mobile Editor

Washington, DC  
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. Collaborated on UX design with internal team.

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

#### Contract Photo Editor

2014-2015

Edited production 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.

### 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.

#### Web Fellow

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.

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, retouched, 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.

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 in-house, behind the scenes content for social media.

- 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, DC, **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. Curated all campus and theater exhibits.

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

**EDUCATION**

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RUTGERS UNIVERSITY-NEW BRUNSWICK, New Brunswick, New Jersey  
**BA, Philosophy**