

Mark Earl Gilvey

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Born: July 7, 1961
Marital Status: Married
Citizenship: US Citizen

WORK HISTORY

Mark Gilvey Creative, LLC
Owner, Entrepreneur

4/2012 to Present

As the owner of Mark Gilvey Creative LLC, I offer clients a broad selection of business-to-business, commercial photography services:

- Corporate portraiture and headshots
- Architecture interiors and exteriors, real estate, home construction/improvement
- Photography of commercial products and services including small product photography for eCommerce, food photography, and photography of a business's services, and staff
- Photo illustration, compositing, special effects
- Editorial and Reportage

I also offer a business-to-consumer service; photo restoration. Specifically, I capture old prints, slides, and negatives, clean them up, and/or put them back together as opposed to fixing the actual material the image is on.

I have provided videography (and editing), graphic design, website creation (and maintenance,) and Search Engine Optimization. Some of my projects have included the following:

- I have freelanced on video projects for a government contractor to create eLearning video presentations for military family support
- Photographed events and news stories for a regional four-color magazine
- Photographed executives: headshots and corporate portraits
- Photographed architecture, products, and services for large and small businesses
- I have trained students privately and in a group setting on how to use Adobe Photoshop and Adobe Lightroom.
- Restored aging photographs and artwork, photographed artwork for reproduction
- Created elegant video series in conjunction with a poet to help relieve pain from hospice patients
- I have improved the performance of websites through Search Engine Optimization and continue to update and service website clients.

Zeiders Enterprises, Inc
Senior Designer

8/2010 to 4/2012

My primary role was to provide graphics support on government contracts with: the Headquarters Marine Corps, Marine, and Family Programs; Department of the Navy Operational Stress Control, and Zeiders Enterprises' internal marketing and communication efforts. I accomplish this by:

- Brand development: coordinated a unified look across sell sheets, brochures, proposals, and presentation materials. Designed corporate overview brochure for potential customer acquisition, posters, and other internal marketing and meeting collateral.
- Website Management and Optimization: Updated graphics, cleaned out directories of potential bad links from search engine results, created a News section, and provided edit capabilities and training for non-technical editors. Optimized web pages incorporating SEO best practices for improved ranking results and provided recommendations for link building and website growth to help promote military resilience support.
- Curriculum Support Graphics: Designed branding for a four-volume instructional guide and electronic presentations of the Headquarters Marine Corps Family Team Building curriculum. Provided graphic illustration support imagery of various concepts that face families of the deployed through the construction of Photoshop composites and hierarchy charts to Instructional Designers for use in all formats of content delivery.
- Digital Asset Management (DAM): Developed policies and workflow for photo acquisition, ingestion, and distribution. This process gave our team a starting point for image research for the various, print and digital products they were working on. Photographed all Zeiders Enterprises products, processed the photos, and provided data management of each image on a global, group, and frame-by-frame basis.
- Music Video: Developed digital storyboard for Quality of Life Foundation; military family support music video "America's Family". This format makes it possible for key stakeholders to always have a clean, easily updated, and distributed tool for use in decision-making.

MDA Technologies Group

6/2003 to 1/2010

IPG became part of MDA in November 2009

InterPublishing Group

Senior Web & Print Designer

- Created interactive websites for small businesses, non-profit, state, and local government with all levels of budgets
- Designed websites with Adobe Dreamweaver, Fireworks and, Style Master using a combination of WYSIWYG editing and hand coding of HTML, XHTML and, CSS. Utilized PHP for spam prevention in online forms and added JavaScript, JQuery library scripts, and XML-based Flash viewers for enhanced functionality. Optimized web pages for search engine visibility and Section 508 compliance through hand coding.
- Designed interactive animations using Macromedia Flash and Actionscribpt
- Performed regular updates on websites previously built with ASP, HTML, CSS, and PHP
- Designed and collaborated with the art director to create client logos and print advertising using Adobe Photoshop and Illustrator
- Coordinated and photographed clients on-site and in the studio including; corporate portraiture, architecture, and products using professional 35mm digital cameras and studio lighting. Processed images using Adobe Lightroom Camera Raw and Photoshop. Retouched images using Adobe Photoshop as necessary.

- Performed Search Engine Optimization, develop workflow and train clients on how to build backlinks to their websites using Web CEO
- Developed workflow and profiles for client's social networking efforts
- Researched and identified online and offline marketing opportunities
- Prepared website analysis using Google Analytics and WebTrends.

Multimedia Holdings, Inc.

5/1994 to 8/2002

The following companies became part of MHI in 1999

Colorspace

Digital Media Designer & Prepress Assistant

- Created storyboards by hand illustration and made an animation using Adobe After Effects for broadcast video presentations
- Designed websites with Adobe Dreamweaver and Flash
- Lead photo retoucher and color correction using Adobe Photoshop and applied device-dependent color management profiles as necessary
- Mentored flatbed scanning operator
- Provided small product photography in the studio using professional Hasselblad cameras and Speedotron studio lighting;
- Hired product stylists and assistants for studio and location photo shoots
- Served as a backup operator for the LAMBDA printer and large format inkjet printers;
- Prepared files for prepress output
- Performed color monitor calibration using ColorVision PhotoCal Spyder
- Participated in client creative meetings about website development plans; updated internal and external client websites
- Storyboarded and created interactive slide presentations in Flash and PowerPoint which incorporated Flash, 3D, and video for a monthly networking event
- Maintained color calibration for Canon Color Laser Copier

Utopia Communications Group (and Utopia Publishing Group)

Digital Media Designer & Photographer

- Designed information presentations using PowerPoint
- Created interactive CD-ROM presentations (from concept to completion) using QuarkImmedia
- Created 3D animations using Strata StudioPro for use in corporate conference/convention kickoff video animations
- Created video shorts for "kickoff" introductions and other presentations presented at corporate conferences/conventions
- Created digital illustrations of conference stage designs using 2D Adobe Illustrator and 3D Strata StudioPro applications
- Mixed audio including prerecorded narration and music into videos using Adobe After Effects
- Created music beds (looping and non-looping) using SmartSound

- Designed and animated Flash website designs for internal companies
- Created storyboards and motion graphic animations incorporating, photography, video, 3D modeling/animation, narration, and chroma key effects for broadcast video presentations using Adobe After Effects
- Photographed and programmed 360° panoramas and objects using VRTools VRWorks QuickTime VR authoring software for web and CD distribution
- Produced interactive documents using Acrobat for web and CD-ROM delivery
- Small product and live model digital photography using Hasselblad (2 x 2 medium format) camera with Speedotron and Broncolor studio strobes
- Hired product stylists and assistants for photo shoots
- Developed workflow for post-processing digital photography in a prepress environment
- Lead website editor of a monthly regional magazine

Design Imaging

Prepress Scanning Operator and Lead Photo Retoucher

- Created image composites incorporating 3D art, illustration, and photography from numerous sources from Art Director sketches or on my own from client concept
- Lead photo retoucher and image compositor
- Produced high-resolution scans using Screen DS2020 drum and Scitex Smart340 flatbed (reflective and transmission) scanners
- High-end color correction for print publications, performed color monitor printer and scanner calibrations using ColorVision software
- Created custom Look Up Tables (LUT) for color conversion
- The backup four-color proofing operator on the Agfa Gevaert proofing station
- Created slide presentations using Astound and Microsoft PowerPoint
- Produced interactive documents using Adobe Acrobat Pro for web and CD-ROM delivery

Quinn Associates, Inc.

6/1985 to 10/1993

Director of Photography and Special Effects

- Created photo-optical special effects for multiple slide-projector presentations utilizing pin-registered Marron 1400 - 1600 and Oxberry optical printers and animation stands (basically, I produced by hand, what we do today using Photoshop and PowerPoint)
- Designed and produced ruby and amber-lith artwork for the creation of optical special effects
- Animation photographer on location and in the studio using studio strobe equipment,
- Directed and photographed scenarios using live actors for 35mm slide animation sequences
- Maintained E-6 process color slide-developing lab
- Programmed several three to nine-projector slide shows incorporating music and on-screen action using Coyote, Road Runner, and Clearlight programmers.
- Art directed several multi-projector slide shows

Pottstown Mercury

3/1986 to 6/1986

News Reportage Photographer (paid internship)

- Daily experience included driving to locations, photographing hard news, sports, personality figures, and features for daily deadline
- Daily experience in developing and printing black&white negative film and captioning images

The Visual Element

12/1985 to 3/1986

Photographers Assistant

- Assisted in the production of title graphic slides for speaker support presentations
- Processed slide film using the E-6 process
- Cut and mounted slides using pin registered system
- Photographed camera-ready art using a Nikon F3 pin-registered camera

Tom Weigand, Inc.

10/1985 to 12/1985

Photographers Assistant

- Assisted photographer on location and in the studio
- Set up and moved equipment
- Loaded 2x2, 4x5, and 35mm cameras with film
- Made black&white and color C-prints in the photographic lab
- Processed b&w negative and color slide film using dip and dunk system

EDUCATION

Art Institute of Pittsburgh
Pittsburgh, Pennsylvania

Associate Degree in Specialized Technologies and
Photography/Multi-Image 1983 - 1985 | GPA 3.8

Studies in composition, lighting, black&white film development and printing, color printing, color theory, Zone System, commercial product studio photography, portraiture, video production, multi-image production, 35mm, medium format, and view camera usage, problem solving, and critique.

PUBLICATIONS

Local Flavor - Monthly photographs for the food section in *Prince William Living Magazine* by editor/publisher Rebecca Barnes, Since 2013

Mark Gilvey - It's not about the gear. Audio interview (and photos for the website) for *Street Photography Magazine* by editor/publisher Bob Patterson, <https://streetphotographymagazine.com/mark-gilvey-its-not-about-the-gear/> November 2021

Street Shooters of the Month. Photos appeared in *Street Photography Magazine* by editor/publisher Bob Patterson, October 2021

The Ultimate Mobile Photography Workflow. Text and photographs by Mark Gilvey accompanied by two photographs and three graphics. *The Proof Sheet* newsletter Alan Skerker editor. p4-7 Manassas Warrenton Camera Club December 2015

Mobile RAW Workflow - New Resource. News block by Bob Patterson, editor *Street Photography Planet* mobile app, article links to blog post by Mark Gilvey, *The Ultimate Mobile Photography Workflow* November 2015

The Ultimate Mobile Photography Workflow. Text and photos by Mark Gilvey accompanied by two photos and two graphics, <http://www.mgfineartphoto.com/the-ultimate-mobile-photography-workflow/> November 4, 2015

The Sony RX100 MKIII: Coolest Camera For Street Photography. Text and photos by Mark Gilvey accompanied by 15 various-size photographs and two graphics. *Street Photography Magazine* mobile app, editor Bob Patterson Issue 24, July 2015

30 Retouching Tips For Pros. Contributed three tips p38 (#12), p43 (#25), and p44 (30) accompanied by three photos. *Advanced Photoshop* magazine issue 125, October 2015

Published In Advanced Photoshop 126. Follow-up blog post to tips submitted to *Advanced Photoshop* magazine. Text and photos by Mark Gilvey accompanied by 10 photographs, October 2015. <http://mgcre8v.com/blog/published-in-advanced-photoshop-126/>

Interview by Chris Marquardt, Tips From The Top Floor. Interviewed about photo retouching in show #90 for a podcast. 2006 <http://www.tipsfromthetopfloor.com/2006/01/20/fttf90-interview-with-mark-gilvey/>

REGULAR PUBLICATION SERIES

Photo critiques for Northern Virginia Professional Photography Association blog <http://www.meetup.com/Northern-Virginia-Professional-Photographers-VA-DC/photos/1066358/> 2010 - present

Mark Gilvey Creative Blog. Insights to client photo shoots, teachings, and publication announcements, <http://www.mgcre8v.com/blog> 2012-present

Mark Gilvey Fine Art Photography Blog. Insights into my workflows and tools I use to create fine art photography and narratives on self-published work <http://www.mgfineartphoto.com/category/blog/> 2013-present

PRESENTATIONS

A Different View. Presenter at Northern Virginia Photographic Society (NVPS) on how to decrease design elements in a photograph to create a more compelling image. 1990

A Different View. Presenter at Bethesda Camera Club (BCC) on how to decrease design elements in a photograph to create a more compelling image. 1990

COMPETITIONS

2021 Photograph took **1st Place** in Fredericksburg Street Photography Collectives' first annual Street Photography Shoot-Out for an untitled photograph. Special circumstance: Participants were instructed to spend two hours photographing the town of Fredericksburg. Upon completion, each contestant was to submit two photos directly from their digital camera, without editing other than converting to black & white.

2019 Photograph **scored an 85** in the Northern Virginia Professional Photography Association (NVPPA) photo competition for a Black & White image titled: *Rustic Pathway*

TEACHING

My Advanced Photoshop. Six-hour training seminar attended by members of the Manassas Warrenton Camera Club. Attendees were requested to submit problem images in advance so I could demonstrate how to fix them during the seminar. Topics included: Layers, Adjustment Layers, Layer Masks, Color Correction, isolating elements and photo compositing, and understanding black point and white point values.

MEMBERSHIPS (RELATED TO PHOTOGRAPHY)

Professional Photographers of America (PPA)
Northern Virginia Professional Photographers Association (NVPPA)
American Society of Media Professionals (ASMP)

CONFERENCES (RELATED TO PHOTOGRAPHY)

Color Correcting Digital Photographs. Co-Presenter at Federal Office Systems Expo (FOSE) in a joint session on color correcting stock images and scanned photographs. January 1997

NOTEWORTHY PROJECTS

Mt. Suribachi Flag Raising Exhibit Background Created 4' x 6' Photo Montage Commissioned by the United States Marine Corps Historical Museum of Joe Rosenthal's photograph of the flag raising at Mt. Suribachi. The image was commissioned for the USS Iwo Jima LH7 as a permanent exhibit. Work performed under the auspices of Multimedia Holdings, Inc./Utopia Communications Group. 2001

America. Participated in the final development and update of the nine-projector multi-image slide show for United Way of America. The presentation was privately viewed by sitting U.S. President Ronald Reagan and used for an advertising campaign. 1985

Judge in United Way of America photography contest. 1989