

Barbara Schug

973-879-3071

barbara.schug@gmail.com

www.BarbaraSchug.com

Commercial Photo Stylist

Accomplished, versatile Commercial Stylist with Photo AD 8+ years experience executing photo shoots consistent with brand's styling in print, e-commerce and video. Strong technical aptitude. Calm, works well under pressure, adapts seamlessly to change.

Professional Summary



www.BarbaraSchug.com

Strong technical aptitude
Self taught just because I love it
Adobe PhotoShop, Illustrator & more,
Sketch, Flash, Greensock,
HTML5, CSS, jQuery
Mac OS, Excel,

Freelance Photo Stylist 2000 - Present

Experience

- Extensive skills in all areas of product styling.
- Strong leadership qualities
- Proven ability to balance creative with strategic deliverables.
- Communicative with strong collaboration skills.
- Photo Art Direction facilitating brand direction.
- Demonstrated ability to form effective partnerships across cross-functional teams.
- Proven ability to foster and maintain relationships between departments/clients.
- High level product photography knowledge Model, Still Life, Video and product .
- Manage photo shoot production.
- Demonstrated ability to design & implement standards
- Easily transition to different brand/client identities as needed.

Skills

All Areas of Product Styling

Interior Styling

Fashion Styling

Bed Styling

Accessories

On-Figure

Off-Figure

Lay downs

Tabletop

Stacks

E-commerce

Video/Catalog

Editorial

Advertising

Mac, Adobe

Sm. Hand Tools

Sewing

•Franco Mfg.

•West Point Springs

•Ralph Lauren Home

•Hugo Boss, Palais Royale

•Walmart, Target, Kohls

•Wamsutta, Disney

•Christmas Tree Shops

•Pennsylvania House

•Enchanted Home Pet

•Congoleum, Bali Blinds

•Long Elegant Legs

• Plow and Hearth

• Hearth Song

• Company Store

• Bed Bath & Beyond

• JCPenney

• Waverly, Lenox

• Silhouettes & Haband

• Digichrome Studios

• Keith Lapinski Studio

• Lewis Studios

Clients Present and Past

Barbara Schug

Commercial Photo Stylist

Navy Resale Stores Staten Island, N.Y. 1 year Corporate Women's Visual Merchandising Specialist

- Created and communicated standardized VM plans for Women's Dept. for over 800 stores worldwide.
- Art Director women's fashion photo shoots for pos and advertising.
- Successfully developed relationships with RTW vendors to benefit vm efforts and increase sales.

Century 21 N.Y. N.Y. 9mos. Lingerie Mgr

Fortunoffs Westbury, NY. 7mos. Freelance Visual

JCPenney Wayne, N.J. 3 years Women's Fashion Coordinator/Visual Merchandising

The Gap Rockaway, NJ 9 mos Asst. Mgr.

Macys Wayne, NJ Asst. 1 year Domestics Mgr

Tobe Coburn School for Fashion Careers

851 Madison Ave N.Y. N.Y.

- AAS in Retail and Promotion

Related Experience

Education

Personal

- Avid crystal collector
- Animal lover
- Did someone say fabrics??
- Passion for learning
- Love a good project or 3

