

CATHERINE JOHNSON
www.cjohnsonllc.com
917 379 1984

EXPERIENCED ART/EVENT PRODUCER

Qualified for producing for both profit and non profit organizations. 15+ years of managing people, projects and budgets. Exceptional network of internationally respected artists and excellent skills for resourcing talent needed for specific and diverse projects. Successful record of producing imagery, content and events for product branding. Able to access each unique work place/client and implement procedures for productive work flow and project completion within budget.

AREAS OF EXPERTISE

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| Art, video, event production | Team management | Negotiating fees & terms for work |
| Resourcing appropriate talent | Writing contracts | Rights and permissions/copyright law |
| Budgeting | Creative execution | Branding with imagery |
| Project assessment | Time management | Leadership (staff and freelancers) |
| Event and programming concepting | Establish procedure | Processing/approval of vendor invoices |
| Content development (web & books) | Crafting proposals | Exhibition design, content & display |

PROFESSIONAL EXPERIENCE

Catherine Johnson LLC, President

Art Producer & Branding Consultant, 1/09 – present

Overview: Produced/directed events, photography and web content to effectively brand artists and products to increase business and/or sales.

Clients: Sarah Laird Inc, Jen Allison Represents, Chris Craymer Photography, Rick Guidotti (Positive Exposure), Barbara Mensch (historical Brooklyn Bridge exhibition and publishing deal), Lubna Abu-Osba, The Burns Archive, Fiona Cowan (the Fotohouse), Regine Mahaux Photography, Grayson Dantzic (Jerry Dantzic Archives), Lead Dog Marketing, National Arts Club Photography Committee (Volunteer for 501c3).

Inventiv Health Care, advertising & marketing agency specializing in Health Care, NYC.

VP, Director, Art Buying. 8/07 – 12/08

Overview: Reviewed procedure and set procedure for art production departments in the home office in Columbus, Ohio; Newtown; Pa; and New York City. Successfully produced more contemporary accessible advertising appropriate to brands. Managed a department of 2 and production crews.

- *Clients:* Merck, Johnson & Johnson, Lilly

Arnold Worldwide, general advertising agency, a member of Havas, NYC

VP, Manager, Art Buying. 3/02 – 8/07

Overview: Revamped department to run more efficiently. Established increased revenue for agency by streamlining billing procedures. Implemented Digital Asset Management in New York Office of art work. Managed visual resourcing and budgets for all new business pitches in regards to visuals. Trained and managed a department of 2 and supervised interns. Ran in-house gallery. Organized and bought inspirational resource materials for the creative department library.

- *Clients:* Bermuda Tourism, Hasbro, Glaxo-Smith Klein, Hershey's and Pfizer

Wieden & Kennedy, creative boutique best known for the Nike Branding Worldwide, NYC

Manager, Art Buying. 11/00 – 3/02

Overview: Worked to find the most appropriate emerging artists to uniquely represent Nike, SVA and ESPN. Organized and produced interactive events for the School of Visual Arts, "Make Something" Campaign.

- *Clients:* Nike, Air Jordan, ESPN and the School of Visual Arts

Carlson & Partners, privately owned agency specializing in fashion (Ralph Lauren) and beauty (Neutrogena).

Manager, Art Buying. 2/97 – 5/00

Overview: Established procedure for efficient and clear presentation of budgets for client approval. Managed a department of 3. Supervised all casting and productions in the department working primarily with Bruce Weber. (also w/ Mario Testino, Michael Thompson and Irving Penn). Negotiated and revised all talent contracts w/ legal department at Polo Ralph. Delivered all jobs within budget. (budget management of productions ranging from \$500,000 – over \$1 million). Managed work and deadlines of department and freelancers.

- *Clients:* Ralph Lauren, all brands and licensees. Licensees include Cosmair, Warnaco, Sherwin Williams, and Carolee. Product categories: men's wear, women's wear, boy's wear, girl's wear, infant's wear, jewelry, shoes, home furnishings, perfume, jeans & underwear and Neutrogena Skin Care

Angotti, Thomas, Hedge, Inc, boutique agency best know for elegant and humorous advertising

Senior Art Buyer. 8/92 - 1/97

Overview: Produced award winning print campaigns for Tony Angotti & Rochelle Klein.

- *Clients:* Saab, Fuji Photo Film USA, Inc.; Irish Tourist Board, Lehman Brothers, Molson's, and Fosters.

Margeotes, Fertitta, & Weiss, privately owned boutique agency specializing in luxury brands and liquor.

Manager, Art Buying, 4/90 - 5/92

Overview: Established department and implemented all paperwork for work flow .

- *Clients*: Saks Fifth Avenue, Remy Martin, Putnam, Cole Haan, Godiva

National Arts Club Photography Committee, Volunteer Chairperson (2001 – 2010) and Committee Member (1996 – present)

Overview: Developed programs on a monthly basis pertaining to photography (both historical and contemporary)

Produced the annual Gold Medal Events from 2001 - 2010 honoring Roy DeCarava, Elliott Erwitt, William Eggleston, William Klein, , Arnold Newman, , David Bailey, Ed Ruscha and Eikoh Hosoe.

Published Books Projects

Overview: Concepted, secured appropriate publisher, negotiated the contract and edited the following book projects.

- Editor, *Stieglitz & the Photo Secession: 1902*

- Editor, *Karl Bissinger: The Luminous Years*, introduction by Gore Vidal

- Editor, *Dogs*, with an introduction by William Wegman with an essay by Catherine Johnson. The book is comprised of my collection of vintage dog snapshots. There was an accompanying exhibition at the Alice Austen House on Staten Island.

Curator and design/installtion: Catherine Johnson LLC.

- Co-Publisher & Creative Consultant, *Paris 1962*, photographs by Jerry Schatzberg, Limited Edition. Empire Editions.

Syracuse University, Syracuse, New York

- Newhouse School of Public Communications, B.S., Advertising

- School of Arts and Sciences, B.A. Psychology

- Semester in London, England. Studied photography and art history

Hobbies: reading (history & biographies), independent films, photography and editing books.