

ALISIA BAPTIST

Dynamic creative professional, deeply passionate about creative direction, storytelling, and leading teams to success. With extensive experience in roles like Editor in Chief at Family First Magazine and work in photography, videography, and set design for HBO, I excel in bringing charisma and innovation to every project. I thrive on pushing creative boundaries, making me a unicorn in the industry, and I'm always eager to take on new challenges and drive creative excellence.

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EMPLOYMENT HISTORY

Editor In Chief at Family First Magazine, Baltimore, MD Jun 2016 — Present

- **Multifaceted Leadership:** Direct all aspects of the magazine, from concept to completion, encompassing photography, interview coordination, styling, creative direction, graphic design, and copywriting.
- **Creative Vision:** Conceive and execute captivating magazine layouts, ensuring visual and editorial excellence.
- **Talent Spotlight:** Cultivate relationships with emerging and established artists, curating and conducting interviews that offer readers unique insights.
- **Branding Mastery:** Maintain brand consistency across all content, whether in print or digital, and create a distinct, recognizable visual identity.
- **Deadline Champion:** Oversee the editorial calendar, ensuring timely content delivery and adherence to publication schedules.
- **Engagement Specialist:** Foster reader interaction through public reviews and commentaries on trending topics, promoting an active and involved readership.
- **Web Presence:** Develop and manage the publication's website, blogs, and social media platforms to expand its online reach.

Set Designer and Coordinator at Freelance, HBO, Expedia, Baltimore May 2020 — Present

- **Strategic Design Leadership:** Devised strategic approaches to accentuate key focal points in each design, elevating the visual impact of various projects.

SKILLS

Art Curation	Expert
Visual Storytelling	Expert
Project Management	Expert
Multimedia Production	Expert
Brand Development	Expert

- **Efficient Coordination:** Collaborated effectively with teams to coordinate set design, propping, and decoration, aligning each aspect with the vision set by photo art directors.
- **Comprehensive Consideration:** Factored in diverse variables, including traffic flow patterns, location limitations, and safety concerns, to meticulously plan and execute every design.
- **Technical Integration:** Worked seamlessly with technical teams to incorporate lighting, sound, and other essential features into designs, ensuring a holistic and functional production.
- **Creative Initiative:** Demonstrated a high degree of initiative and creativity, effectively addressing complex challenges and providing innovative solutions.
- **Detailed Space Analysis:** Gathered in-depth information about unique features and constraints of each space, including potential themes and budget limitations, to craft and deliver optimal designs.
- **Financial Compliance and Accountability:** Expertly handled tax-free document filing and reconciled department purchases on company cards through Cashed, meticulously filing receipts for accurate financial tracking.

Creative Director/ Director at
Freelance, Baltimore

Jun 2017 — Present

- **Creative Direction and Strategy** • Innovatively devised creative strategies to elevate brand awareness and engagement, tailoring each approach to fulfill clients' unique needs, resulting in mesmerizing and distinctive imagery that captures their vision.
- **Brand Consistency** • Crafted meticulous style guides to ensure consistent branding across diverse projects, empowering clients to maintain a cohesive and impactful brand identity.
- **Video Production and Direction** • Directed dynamic video shoots for print and digital media, meticulously orchestrating each element to align with client standards and expectations, consistently delivering captivating visual content.
- **Multimedia Mastery** • Orchestrated a wide array of multimedia content, including event curation, video production, merchandising, branding, album roll-outs, promotion, and cover art, providing clients with comprehensive creative solutions and engaging storytelling.
- **Project Management Excellence** • Expertly oversaw project progress, ensuring adherence to schedules and budgets while consistently exceeding client expectations with creative and visually stunning deliverables.
- **Effective Leadership** • Demonstrated composed and professional leadership in fast-paced and ever-changing environments, successfully navigating challenging situations and individuals to achieve project objectives.
- **Visual Styling and Production** • Leveraged advanced techniques in lighting, camera angles, and wardrobe styling to create distinctive and captivating visual styles for films, photo/video shoots, and other projects, ensuring unique and mesmerizing imagery for clients.

- **Cross-Functional Collaboration:** Assembled and managed diverse teams, fostering collaboration across various departments, from pre-production to post-production, to deliver a cohesive and polished final product.

Photographer at Freelance, Baltimore

May 2015 — Present

- **Creative Direction Expertise:** Craft mesmerizing and one-of-a-kind visual concepts, tailored to meet clients' individual needs, ensuring captivating and purposeful imagery that leaves a lasting impact.
- **Creative Setups:** Selected and arranged props, backdrops, and lighting to craft captivating visual compositions.
- **Multimedia Proficiency:** Worked across various mediums, including behind-the-scenes, editorial, print, digital projects, documentary, cover art, and more.
- **Client Collaboration:** Assisted clients in bringing their creative visions to life, from selecting poses and wardrobe to choosing backgrounds for diverse looks and concepts.
- **High-Quality Imagery:** Captured top-tier images tailored for a range of print and digital projects.
- **Post-Production Excellence:** Edited, toned, captioned, and meticulously prepared photographs for publication, maintaining the highest quality standards.
- **Cost-Effective Solutions:** Developed and implemented budget-friendly approaches to meet clients' diverse photography needs.

Videographer at Freelance

Nov 2017 — Present

- **Visual Storytelling:** Expertly composed shots to craft compelling visual narratives, meeting director specifications and capturing the essence of each project.
- **Technical Troubleshooting:** Demonstrated adeptness in identifying and addressing camera and lighting issues, minimizing disruptions to filming schedules and ensuring production efficiency.
- **Strategic Setup:** Meticulously arranged shot setups based on production schedules, weather conditions, available equipment, and lighting requirements, ensuring optimal filming conditions.
- **Creative Innovation:** Pioneered innovative approaches to video production, consistently delivering unique and engaging content that resonated with diverse audiences.

EDUCATION

Residency at New Generation
Scholars, Baltimore

Dec 2022 — Apr 2023

Creative Leadership For The Black Diaspora. Conducted an archival-based Research project aimed at unraveling the intricate narratives and mysteries encompassing the relationship of my parents. The project artfully narrated their unique journey,

BALTIMORE
USA

contributing a profound and passionate exploration of my own origin story.

INTERNSHIPS

Gallery Assistant at Waller Gallery,
Baltimore

Apr 2019 — Dec 2019

Played a pivotal role in ensuring the smooth operations of art exhibitions, handling various tasks ranging from art installation to assisting visitors. Through this experience, I developed a deep appreciation for art curation and gained valuable insights into the art world.

DETAILS

Links

[LinkedIn](#) · [Family First Magazine](#)