

**Anthony R. McCray**  
(240) 440-1351  
AnthonyMcCray1997@gmail.com

Portfolio: [AnthonyMcCrayPhoto.com](http://AnthonyMcCrayPhoto.com)

<https://www.linkedin.com/in/anthony-mccray-83033711b> Baltimore, MD

## **Professional Summary**

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Accomplished beauty and portrait photographer with 5 years of experience capturing striking visuals for advertising, editorial, commercial campaigns, and live events. Founder and Creative Director of Anthony McCray Photo Company, with work featured in Ebony Magazine, CNN, NYFW, and Fox 45 News. Proven expertise in studio lighting, retouching, creative direction, and video production, collaborating with brands such as UMG Inc. and multiple beauty companies. Passionate about crafting compelling imagery that elevates brands and personal identities.

## **Skills**

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Beauty & Portrait Photography, Studio & Natural Lighting, Creative & Art Direction, Video Production & Editing, Live Event & Conference Videography, Written & Verbal Communication, Social media marketing, Visual marketing, Adobe Creative Suite, Paid Ads (Facebook, Instagram, Retargeting)

## **PROFESSIONAL EXPERIENCE**

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### **Anthony McCray Photo Company- Founder & Creative Director** 01/20-Present

- Spearhead all creative and business operations for a successful photography studio specializing in beauty, fashion, branding, and video production.
- Shot high-profile campaigns for brands, beauty companies, and personal clients, ensuring top-tier visual execution.
- Provided creative direction for client projects, guiding everything from conceptualization to final production.
- Captured and edited video content for podcasts, conferences, and promotional materials.
- Built strong client relationships, leading to repeat business and long-term partnerships.
- Featured in major media outlets such as CNN, Ebony Magazine, and Technical.ly.

### **Studio Manager & Educator** 10/22 – 01/24

- Managed daily operations of a professional photography studio, overseeing shoots, equipment maintenance, and bookings.
- Provided mentorship to emerging photographers, teaching free classes on lighting, composition, and post-production techniques.
- Assisted in the execution of commercial and editorial shoots, ensuring seamless production workflows.

### **Videographer & Content Creation**

#### *Freelance | Various Clients* 01/22-08/24

- Shot and edited video content for corporate events, podcasts, and conferences.
- Developed and executed creative campaigns for major brands and personal clients.
- Worked with companies such as UMG Inc., Venture for America, and beauty brands to produce high-quality visuals.
- Shot multiple advertising and branding campaigns, helping businesses strengthen their visual identity.

## **Publications & Features**

- **Ebony Magazine**
- **CNN**
- **Fox 45 News**
- **NYFW (New York Fashion Week)**
- **Technical.ly**

## **Software & Tools**

- **Adobe Photoshop & Lightroom**
- **Capture One**
- **Adobe Premiere Pro & Final Cut Pro**
- **Profoto & Godox Lighting Systems**
- **Studio & On-Location Setups**