

# Leela M. Briggs

[www.linkedin.com/in/leelabriggs](http://www.linkedin.com/in/leelabriggs)  
[www.leelabriggsphoto.com](http://www.leelabriggsphoto.com)

## SUMMARY

Pro-active leader and manager who constantly seeks process improvement; Lifelong learner; Perfect fit in a highly innovative environment where creativity, teamwork, and excellence are required; Demonstrated abilities in:

- Complex, collaborative problem solving and root cause analysis
- Driving process improvement through incremental change
- Strategic decision-making
- Setting a clear vision for future state and executing to plan
- Building and growing long-lasting client relationships

ENFJ Personality on the Myers-Briggs Type Indicator

## WORK EXPERIENCE

### **Blueport Commerce, Boston, MA 2018-Present**

SaaS ecommerce platform provider, focused on meeting the unique needs of brick and mortar furniture retailers.

#### **Director of Catalog Services**

- Partners with executive team to sell catalog services to existing and prospective clients.
- Maintains and grows current and future client services relationships.
- Negotiates new client contracts and existing client contract renewal.
- Collaborates with Product/UX teams to improve efficiency of content management system tools, reducing overall time to publish new products to client websites.
- Partners with Product Management/UX teams to research and suggest new merchandising features designed to increase conversion rates on site.
- Manages international vendor partnerships and contracts with outsourcing agencies.
- Oversees and mentors a multidisciplinary staff of nine employees, adjusting team priorities on the fly to maintain alignment with larger business directives throughout the year.
- Sets a clear, cohesive vision and operational goals for all branches of the Catalog Team.
- Defines KPIs and expectations for various roles across the Catalog Team.
- Monitors departmental costs to ensure quarterly and yearly budgets are maintained.
- Drives new client implementation project plan for the catalog build process.
- Identifies operational weaknesses and drives process improvement within the team and across the company.
- Manages client expectations and ensures that contracted work volumes are met each fiscal quarter.

### **Blueport Commerce, Boston, MA 2014-2018**

SaaS ecommerce platform provider, focused on meeting the unique needs of brick and mortar furniture retailers.

#### **Digital Imaging Manager**

- Managed an imaging team of six, responsible for creating digital catalog that drove \$144M in revenue annually.
- Ensured that client expectations were met throughout a 50% increase in work volume from 2014-2015 and another 43% increase in work volume from 2015-2016, with no growth in team size.
- Empowered team to handle increased volumes by providing advanced Photoshop training for skills improvement.
- Drove implementation of a digital asset management (DAM) system to reduce rework and improve efficiency.
- Selected the DAM vendor, defined the integration phases and schedule, trained staff and clients on new system.

- Reduced time to completion for complex work by 54% from 2015 - 2016 via a combination of: updates to workflow, new tool implementation and additional staff training.
- Certified Six Sigma Yellow Belt who integrated automation into imaging workflow in 2017, reducing overall time to ticket completion by 24% for the year.
- Implemented tracking metrics for individual and team performance to establish KPIs.
- Primary client liaison for all matters concerning image processing and visual product presentation on websites.
- Educated clients on imaging industry standards and best practices.

### **Quad Graphics, Weymouth, MA 2007-2014**

Global marketing and print services provider, with locations across North and South America as well as Europe.

#### **Photographer/ Imaging Account Manager**

- Collaborated with clients to create distinctive photographs that differentiate products.
- Captured fashion, product and culinary images for clients including: Casual Male Retail Group, Lindt & Sprungli USA, Under Armour Inc., Atlantis Weather Gear, Dover Saddlery and Jordan's Furniture.
- Published imagery in Food & Wine, Real Simple, Bon Appetit and Food Network Magazines.
- Styled clothing, jewelry and food for photography; trained internal team to develop effective styling techniques.
- Developed and implemented cost-savings plan to keep photo styling in-house, increasing job profitability by 11%.
- Oversaw creation of over 50 catalog books per year from Photoshop editing, to layout and final page processing.
- Corrected digital files with advanced Photoshop skills including complex masking, cloning and compositing.
- Directed and communicated appropriate color correction workflow and techniques to imaging team.
- Managed client expectations for accounts totaling 13% of annual office revenue.
- Implemented and supported Lean Six Sigma initiatives for daily process improvement.
- Enhanced Photoshop skill set continuously via regular attendance of conferences and classes.
- Educated and trained staff to implement cutting-edge Photoshop editing techniques for improved efficiency.

### **Damianos Photography, Framingham, MA 2005-2007**

Award winning architectural photography services provider.

#### **Studio Manager**

- Managed company budget, created estimates and invoices and orchestrated photography shoots.
- On-boarded and supervised new employees, triaged client requests and prioritized work as needed.
- Processed, edited and retouched digital images of architectural and product photography.

## **EDUCATION**

Rhode Island School of Design (RISD), Providence, RI, June 2005

Bachelor of Fine Arts, with Honors – Photography, with a Concentration in English: Postcolonial Literature

## **SOFTWARE AND SKILLS**

- Power JIRA user for issue and project tracking, as well as Sprint planning.
- Expert level understanding of digital asset management systems, administrative experience with Celum DAM.
- Deep knowledge of content management systems including Salsify Product Experience Management system.
- Employs advanced color corrections, image composites and selective editing in RGB, CMYK and Lab color spaces.
- Retouches images for skin, apparel and upholstery smoothing, element removal, and varied lighting effects.
- Comprehensive understanding of both analog and digital camera systems ranging from DSLR to large format.
- In-depth knowledge of Hasselblad/Phase One system, and Canon and Nikon digital SLR camera systems.
- Extensive experience shooting tethered using Capture One Pro.
- In-depth knowledge of MS Office Suite.