

# ROSIE McCOBB

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# WEB PORTFOLIOS

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## OWNER/SENIOR PHOTOGRAPHER

ROSIE McCOBB PHOTOGRAPHY, NEW YORK, NY  
2004 – Present

**WRITE** estimates for jobs; meet with clients to discuss budget for projects and to hammer out specs for shoots, and provide ideas for styling, lighting, and composition. **SHOOT** work ranging from photojournalism, portraits, marketing shots, decorative arts, furniture, and interiors. Do sourcing for small props and styling. **SOURCE** and assemble crew for shoots requiring stylists and assistants. **RETOUCH**, do sizing, and upload to various FTP platforms. **ART DIRECT** and **WRITE** all PR and marketing materials.

## COPY WRITER, COPY EDITOR, EDITOR, AND PROOFREADER (freelance)

ROSIE McCOBB EDITORIAL, BOSTON, MA and NEW YORK, NY  
1993 – Present

**SELECT CLIENTS** Renata Lurye, Essence of Time, Creative Curriculum International, Kaplan K12 and Kaplan Test Prep, Fashion to Figure, Puig Beauty and Fashion Group/Puig USA, Cardiovascular Research Association, Charles Scribner's Sons, HIP Healthcare Insurance, Tolonen, Christian duCharme, Inc., author Alex R. Archer, Sufferwear, Emerging Arts, the Boston Symphony Orchestra, The Dana Farber Cancer Institute, The Boston Review

## PHOTOJOURNALIST AND WRITER (freelance)

*CITYLIMITS*, *THE BROOKLYN PAPER*, *THE BED-STUY BLOG*, NEW YORK, NY and BROOKLYN, NY  
2008 – 2011

**PHOTOGRAPHED** subjects for NYC-based news, politics, and social policy newspaper *CityLimits*, and Brooklyn news and cultural paper *The Brooklyn Paper*. Shot on location, indoors and outdoors, in NYC. Shot accompanying photographs for a lead story in *CityLimits* titled "A Ballot's Breadth Away from Rejoining Society," which won the **2008 Pass Award** from the National Council on Crime and Delinquency. **SHOT** party and event photographs related to mission of *CityLimits*. **SOURCED** local news stories, and **WROTE** features on news and local businesses for the *Bed-Stuy Blog*, a hyper-local online news source and blog for the Bedford-Stuyvesant neighborhood in Brooklyn, NY. **CONCEPTUALIZED** a portrait and interview series called "Meet Your Neighbors." In this series, I stopped strangers on the street and shot their portrait, then interviewed them about local and personal issues, as a means for readers in the rapidly-gentrifying Brooklyn neighborhood of Bedford-Stuyvesant to find common ground with other members of the community. This became a popular weekly-feature and got a shout out in *NY Magazine* and the *NY Daily News*.

## SENIOR EDITOR, PUBLISHING DIVISION

THE GIRL SCOUTS OF AMERICA, NEW YORK, NY  
2006

**WROTE** and re-wrote news releases and marketing materials for better clarity and tone. **READ** press releases, news releases, marketing copy, graphics, and monthly *Leader* magazine for style, grammar, and accuracy, then **COPY EDITED** all materials. **COLLABORATED** with web editor to fact check all items to be posted on internal and external website; created new templates in Microsoft Word and Photoshop for news and website items.

## RESEARCHER AND STAFF WRITER (freelance)

TIMEOUT GUIDE, BOSTON, TIMEOUT GUIDES, LONDON, ENGLAND  
August 2000 – February 2001

**BRAINSTORMED** with Editor to come up with new points of interest and updated style of writing. **RESEARCHED** travel bureaus, restaurants, hotels and places of interest via cold calling and the Internet. **INTERVIEWED** prior contacts in the hospitality and entertainment industries. **TRAVELED** to restaurants, hotels and points of interest. Sampled accommodations and cuisine, critiqued service. Called other area businesses to compare quality and affordability of accommodations. **WROTE** twelve, 400-900 word pieces, geared toward consumer savvy, cutting edge readers. **PUBLISHED**, June 2001. Available in countries all over the world.

## SCREENWRITER, DIRECTOR, MARKETING/PR WRITER

INNER SANCTUM PRODUCTIONS, CAMBRIDGE, MA and BROOKLYN, NY  
1996 – 2000

**WROTE** short and feature-length scripts and production budget for my own films. **DIRECTED** actors and crew, and was **DIRECTOR OF PHOTOGRAPHY** for my own films, and worked as 2<sup>nd</sup> AD and Key Set PA on other feature-length films. **HIRED** crew, including photographer and graphic designer to design publicity materials, did final copy edit of materials. **EDITED** picture and sound on Steenbeck flatbed, and worked with sound engineers and post houses in NYC to marry picture and sound, and make answer prints. **RESEARCHED** music rights and copyrights; worked with composer to write music for the soundtrack. **WROTE** business plan and grant proposals, did research for grants and screening opportunities, and filled out film festival applications. **ACTED** as sole publicity person, which included writing all press releases, film synopses and crew bios, cold-calling newspapers to generate story interest, compiling a mailing list, and soliciting venues for screening possibilities.

#### ASSISTANT TO THE MANAGING EDITOR

LITTLE, BROWN, AND COMPANY, TAX AND LAW DIVISION, Boston, MA  
1996 – 1997

**WROTE** and **COPY EDITED** correspondence letters to editorial staff, clients, and lawyers. **PROOFREAD** and copy edited blue pages of tax and law books. **TRANSCRIBED** interviews and keyed data into Microsoft Word files. **BOOKED** meeting rooms, made travel arrangements, and organized schedule using Team Agenda software program.

#### ASSISTANT TO THE DIRECTOR OF MEDIA RELATIONS

OFFICE OF MEDIA RELATIONS, BOSTON UNIVERSITY MEDICAL CENTER, BOSTON, MA  
1994 – 1995

**LIAISON** between director and media; set up interviews and booked media shoots. **RESEARCHED** and interviewed sources for publicity materials, and **COMPOSED** press releases and bios. Assisted with **DESIGNING** publicity materials/press kits. Proofed all publicity materials. **MAINTAINED** mailing lists, databases, and video library. **CONDUCTED** market research surveys with the public and hospital users, doctors, and staff, and compiled data for future marketing strategies. **CONCEPTUALIZED** and implemented themes/ideas for fundraising parties/events. Organized events, spoke with public, potential investors, and clients.

#### ASSOCIATE EDITOR AND STAFF WRITER

BOSTON ROCK MAGAZINE, NEWTON, MA  
1990 – 1993

**OVERSAW** staff and freelance writers, assigning stories and reviews. Screened demo tapes from up-and-coming musicians, chose which bands to assign to writers. **WROTE** one column, lead/feature story and several reviews per monthly issue. Topics ranged from musician bios, interviews with writers/artists, to body art, and race relations.

**COLLABORATED** in sessions to come up with theme issues, new ad campaigns, and layout designs. **COMMUNICATED** via weekly phone contact with record companies, band managers, PR people, nightclubs/music venues, and advertisers. **CUT AND PASTED** photos and text in blue pages. Proofed all copy, photos, and ads, then corrected copy in PageMaker.

#### EDUCATION

BFA in Creative Writing, with a Minor in Film. **EMERSON COLLEGE**, Boston, MA 1991

#### POST GRADUATE EDUCATION

##### FILM PRODUCTION

Boston Film/Video Foundation, Boston, MA (two-year, non-accredited film production program) 1996 – 1998

##### PHOTOGRAPHY

New England School of Photography, Boston, MA (Intro photography class), 1999 – 2000

Pratt Institute of Art, New York, NY (select classes and workshops) 2005 – 2006

#### EQUIPMENT and SOFTWARE

Profoto strobe lights (and others), Cambo medium format, and Phase One 645AF camera with a P25+, P45+ back, Capture One 9 software, Canon 1D, 5D, Canon 60D, Adobe Photoshop and Lightroom CC, Adobe Premiere Pro 5 and 6, Wacom Intuos 4 & 5 tablet, Microsoft Word, Outlook, Yummy FTP's, Dropbox, You Send It, Mailchimp.

#### INTERESTS

Reading, cycling, running, hiking, gardening, art gazing, live music, nature, politics, chatting with friends and strangers.