

tracy lee silveria

office:

4182 Linwood Place
Riverside, CA 92506

phone:

951 743-7404

fax:

951 276-4805

email:

tracy@teeleeproductions.com

web:

www.teeleeproductions.com

Profile

I have a strong sense of the importance of communication in its varied forms; print, web, verbal and visual. I am committed to high ethical and professional standards. I pride myself in being organized and being a stickler for details, for thinking on my feet and working in a collaborative manner. I thrive in an environment that fosters and rewards independent and creative thinking. I am a strong team player who takes the lead and effectively executes the task given. During the past six months I have pursued expanding my knowledge of graphic arts and design and multi-media technologies. I embrace new challenges and am not hesitant to ask for assistance in areas that are outside my expertise.

Skills

Photography editor/manager; Adobe Creative Suite CS4 (Photoshop, Indesign, Illustrator and Dreamweaver); Mac OS, iWeb, iMovie and Keynote; Typepad, proficiency in Final Cut Express, XHTML and CSS.

Experience

Los Angeles Times

Nov. 1998 - March 2009

Photo Editor - Business/National

Feb. 2004 - March 2009

Responsible for editing photographers, wire editing, assigning freelance, working directly with page designers, attending story meetings, and collaborating with reporters and photographers on story ideas and breaking news. I elevated the visual content and look of the Business section, excited photographers to shoot business assignments through better planning and educating designers and news editors on better use of photos, thus getting better overall display. I was the responsible photo editor on award winning special projects including Retirement at Risk, What's Driving Gas Prices, Hurricane Katrina aftermath, and Mortgage Meltdown. Additionally I worked with photographers that were on foreign assignment in hot zones including Iraq, Afghanistan, Israel and Lebanon, providing them guidance, editing and a compassionate ear when needed.

Photo Editor - Weekends OC Edition

Nov. 1998 - Feb. 2004

As the weekend and evening photo editor for the LAT's Orange County Edition, I managed 25 photographers and was responsible for the weekend photo coverage of all live sections, Sports, Metro and AI. During my five years in OC, I was a part of the editing team on the Samantha Runion kidnapping/murder story, Angels World Series, Anaheim Ducks Stanley Cup finals, countless Southern California Wildfires and the Carona corruption case.

While at the Times I was part of the 2004 Pulitzer for Breaking News (team award) for Southern California Wild Fire coverage, three time winners of the Angus McDougall Best Use of Photographs team award and contributing photo editor for countless SND and SABEW professional awards.

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Riverside Press-Enterprise Sept. 1994 - Oct. 1998
Asst. Photo Editor/ Staff Photographer
Responsible for editing and assigning weekend photo content for all live sections.
Highlights include photographing baby Rhett documentary story on a new-born
in need of heart transplant and the Anthony Martinez kidnapping coverage.

Modesto Junior College Jan. 1994 - June. 1994
Adjunct Instructor - Cultural Geography

San Bernardino Sun Sept. 1989 - Sept. 1990
Photojournalist and Interim Photo Director
Responsible for staffing schedules and editing assignments, along with shooting
for daily deadlines. Coverage of the LA Rams v. SF 1990 NFC playoff game and
the 1990 Oscar's are most notable.

Orange County Register Aug. 1987 - Sept. 1989
Photojournalist
Community News general staff assignments.

Merced Sun-Star Aug. 1985 - Aug. 1987
Photojournalist
General staff assignments.

Education

University of California, Riverside - Extension
• Certificate Awarded: Digital Arts and Design June - August 2009
• Practical Approaches for GIS April - June 1996

California State University Stanislaus 1993
• MA with distinction; Interdisciplinary: Cultural Geography/Visual Anthropology

San Jose State University 1984
• BA with distinction; Photojournalism, minor Cultural Geography

Modesto Junior College 1982
• AA with honors; Photography

Honors, Awards and Membership

- Pulitzer Prize, Los Angeles Times team award, Breaking News 2004.
- Numerous POYi team awards Los Angeles Times photo editing staff including three time winner Angus McDougall Overall Excellence in (Photo) Editing Award.
- Advisory Committee Photography Dept. at Riverside City College, 2009-2010.
- President/Gold Seal Chair California Press Photographers Assoc. 1998-2006.
- NPPA member, and past membership in NLGJA and PPGLA.

References

Available upon request.

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of my work at the LA Times
Business section, please
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