

# SHALACO SCHING

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## Professional Profile

Content creator with social media, marketing strategy & branding experience, creating and curating engaging & on-brand content.

## Core Skills

- Content Creation/Curation
- Photo, Video & Copy Writing
- Social Media Strategy
- Brand Development/Strategy
- Marketing
- Analytics & Reporting

## PROFESSIONAL EXPERIENCE

### Photographer & Digital Asset Manager | Veritas Investments 2016 – 2018

Pitch and produce content for social media channels and collaborate on content calendar.  
Develop and consistently execute a strong photographic style that reinforces the brand and voice.  
Collaborate on rebrand, style guide, brand guidelines and other branding and marketing collateral.  
Produce content supporting fund-raising, acquisitions, financing, leasing, marketing, and investor reporting.  
Produce assets illustrating the overall portfolio quality and the execution of our value creation strategy.  
Introduce a high-touch role creating and owning photo production from concept through execution.  
Partner with marketing team on photo selection for editorial content, social and marketing campaigns.  
Manage photography production calendar, proactively understanding future needs across departments.  
Execute content development from creative brief and development, through production and execution.  
Conceive and self produce photo shoots including coordinating, scheduling and styling as needed.

### Content Creator & Strategist | Burning Man Project

2014 – Present

Create compelling content for [blog](#) and social media channels. ([Instagram](#), [Twitter](#), [Facebook](#), [Youtube](#))  
Introduce and influence stories in the news cycle through media mentions. ([Fast Company](#), [DIGG](#), [Archdaily](#))

### Freelance Photographer & Consultant

2007 - Present

Collaborating with companies, brands and individuals to tell powerful stories through photography.  
Ongoing Clients include: Galvanize, Gast Architects, Long Now, Illuminate the Arts, NPR, & Toptal.  
For work samples see <https://www.portfolio.shalaco.com>

### Photographer | AirBnB | [Airbnb.com](#)

2014

Architecture, interior, portrait and lifestyle photography for AirBnB.com  
For work samples see <https://www.portfolio.shalaco.com/#/airbnb-getaway/>

### Engineer | Ozone Online

2011 – 2013

Lead engineering team in execution of website rebrand for Ozone, a strategic online marketing agency.  
Developed brand's story in a compelling and easy to understand manner.  
Repositioned brand as a data driven creative agency.

## BOARD MEMBERSHIPS AND VOLUNTEERISM

### Board President | Board Secretary | San Francisco Community Land Trust | [sfclt.org](#) 2015-2017 | 2017-2018

Organize and manage records to ensure 501c3 healthy habits and ensure the organization can operate.  
Oversee Board of Directors. Facilitate inter-organizational communication and collaboration.

### Founder | 300 Acres | <http://300acres.com>

2010

Launched a campaign raising \$100K+ in 60 days to preserve 300 acres of rainforest through a 'web-roots' fundraising that grew a 'forest' of hundreds of supporters. Established partnerships with dozens of organizations including Google, Square, Facebook Causes, Rainforest Ethics & Tropical Rainforest Coalition.

## EDUCATION

Brooks Institute of Photography - Commercial Photography