

# TANNER MCCARDLE

## Contact Info

424.264.9721

[tannerhmccardle@gmail.com](mailto:tannerhmccardle@gmail.com)

[www.tannermccardle.com](http://www.tannermccardle.com)

## Certifications

Capture One

## Skills

Adobe Photoshop | Adobe Premiere  
Microsoft Office Suite | Capture One  
Digital and Analog Photography

## Strengths

Strong Team Player | Independently  
Motivated | Organized  
Adaptive | Creative | Strategic

## Select Clients via CreativeDrive

Vans | The North Face | Lululemon  
Wilson | Tom Ford | St. John | Asics

## Select Video Direction and Editing

### Clients

Mia Carucci | Object Of Affection |  
Frozen Soul/Century Media

## PROFESSIONAL EXPERIENCE

### Accenture Song | Los Angeles, CA

**Senior Photographer** | 2021 – Present

*Accenture acquired CreativeDrive in 2020.*

Studio's performance and demand led to the opening of a second Los Angeles studio in 2022. Continue to train oversee growing teams, serve as lead to rotating teams of freelancers across both studios. Provide direction on set for stylists, operators, and photographers. Worked collaboratively with producers and clients to organize and execute efficient, highly productive shoots.

Redesigned lighting setup for The North Face to maximize space and equipment on a scalable level. Oversees file-management from processing, to delivery, and backups. Support with server management, serving as proxy for remote IT teams. Work with Post teams to develop improved color adjustments based on Client needs.

### CreativeDrive | Los Angeles, CA

**Photographer** | 2018 – 2020

*Sandbox and OneKreate rebranded as CreativeDrive in 2018 after merging in 2015.*

Onboard and oversee photographers and digital technicians across various clients. Increase aesthetic quality of photography for longstanding clients while improving efficiencies in collaboration with post teams. Performance helped build clientele to expand from 1,300 sq. ft. studio to 5,000 sq. ft. studio at Los Angeles location, instrumental in setting Los Angeles location as new stronghold within company's West coast studios. Oversee up to 30 people across as many as seven concurrent sets. Provide high-touch product styling on low-budget sets, multitasking with photo/supervisory duties.

### Sandbox Studio | Los Angeles, CA

**Lead Operator** | 2015 – 2018

Responsible for calibrating and documenting lighting setups, developing improvements for workflows and onboarding new clients, creation of style guides and organization of workflows for various clients. Trained new operators and ensured quality control of work. Developed stronger relationships with keystone clients. Assumed managerial roles of the studio for the year of 2015.

### Sandbox Studio | Los Angeles, CA

**Studio Operator** | 2013 – 2015

Responsibilities included basic studio tasks. Prepared lighting setups, executed simple photography, organized and styled product, and problem solved any issues with clients and internal team. Consistently co-executed 500+ daily images per footwear set for Vans.