

# DAHLIA DANDASHI

NY Metro Area | 512.351.1513  
dahliaddaa@gmail.com | linkedin.com/in/dahlia-dandashi  
dahliadandashi-jpeg.com

## Photographer | Writer | Creative Producer

---

### PROFESSIONAL SUMMARY

Accomplished creative professional with experience in photography, social media, agency, and community/cultural event production. Blends technical expertise—from image editing to event budgeting—with a flair for storytelling. Brings a global, third-culture perspective to projects, including art directing photoshoots, facilitating workshops on SWANA culture, and organizing events that unite people. Background includes roles at top creative agencies. Freelance photography clients include VICELAND, Naturally Curly, Bumble Bizz, and WhatsApp. Intermediate proficiency in Arabic. Open to travel and relocation.

### AREAS OF EXPERTISE

Showcase Programming | Community Outreach & Engagement | Sponsor & Volunteer Outreach | Collaboration | Logistics | General Management | Photo Art Direction | Image Editing & Processing | In-Studio Lighting

### TOOLS & TECHNOLOGIES

Adobe Creative Suite | Digital Asset Management (DAM) | Asana | Slack | Google Drive | Canva | Miro | Figma

### PROFESSIONAL EXPERIENCE

#### **Pratt Institute, New York, NY**

**1/2024–Present**

##### **Photographer & Photo Editor**

Shoot a range of photographs (event, environmental, headshots, portraiture, editorial, lifestyle, fashion) for marketing and communications. Process images using Adobe Creative Suite, including photo selection, editing, retouching, and color correcting. Work in archival systems such as Google Drive and a Digital Asset Management tool to ensure organization of all files.

- Managed and tracked all projects and assignments using Asana and Slack, ensuring streamlined processes and alignment on deliverables.
- Created and implemented the Institute's first photography style guide, providing clear standards and creative direction for internal use and freelance photographers.

#### **Wieden + Kennedy, New York, NY**

**9/2021–10/2023**

##### **Content Producer, Bodega Social Studio**

Drove creative production and art direction of social media content (evergreen posts and campaigns) across brands and internal initiatives for W+K's social studio (storyboard, mood board, shooting/editing photo and video content). Provided art direction during photoshoots, collaborating with photographers, videographers, and creatives. Brands included McDonald's, Nike, Duracell, Kraft Heinz, and Community Spirit Vodka.

- Managed content and deliverables, working with producers to ensure creative met brief and deadlines.
- Helped to ideate and build out concepts for new business pitches.

#### **360i (Dentsu Creative), New York, NY**

**2/2020–9/2021**

##### **Content Producer, Social Marketing & Strategy**

Created visually compelling and strategically aligned evergreen and real-time content across multiple brands. Conceptualized, styled, shot, and edited photographs. Designed a variety of graphic assets. Brands included Truly Seltzer, OREO, Sour Patch Kids, and Trident.

- Managed content requests and deliverables, organizing assets for the social team using Google Drive, Microsoft Excel, and presentation decks.
- Collaborated with social media managers and strategists to ideate and plan monthly content calendars.

**Group Work Creative, Austin, TX****4/2018–7/2019****Associate Creative Producer**

Produced a wide range of content for various brands, including blog posts, social media, captions, and photographs. Assisted Founder on brand voice development, brand strategy, content strategy, and visual identity.

- Copyedited websites and email campaign material. Organized social media grids.
- Helped with attendees and vendors during activations.

**Austin American-Statesman, Austin, TX****1/2017–2/2018****Digital Content Producer & Social Media Manager****Daily Dot, Austin, TX****1/2016–9/2017****Staff Writer, 8/2016–9/2017 | Intern, 1/2016–8/2016****ENTREPRENEURIAL EXPERIENCE****Arab Women in the Arts, New York, NY****1/2023–Present****Producer & Programmer**

Creator of the “Banat El Hara” exhibition, a showcase honoring generations of Arab women who have excelled in and revolutionized diverse forms of artistic expression, produced in partnership with the Arab Film & Media Institute’s Arab Women in the Arts Program.

- Curate the selection of Arab artists for the annual three-day exhibition, featuring DJs, artists, poets, and filmmakers. Develop and ideate a theme for each exhibition cycle.
- Manage all logistics, including event space coordination, location setup, and overall event layout.
- Conduct outreach and coordinate with sponsors and volunteers to support the event.

**VOLUNTEER LEADERSHIP**

Afikra | Community Organizer, 8/2023–Present

W+K MENA Resource Group Lead, 9/2021–10/2023

360i DE&amp;I Social Team Member, 2/2020–9/2021

Creative Mornings | Social Media Coordinator (Houston Chapter), 5/2019–1/2020

**FELLOWSHIPS****Diversify Photo Develop Program, 2023**

Selected for a competitive mentorship program supported by Fujifilm for BIPOC photographers.

**AdClub of NY I’mPART Fellow, 2021–2022**

Nominated for an executive and leadership training program designed for mid-level rising female stars in the industry.

**EDUCATION****International Center of Photography School****Lighting I: The Essentials**

Week-long intensive program focused on essential principles, techniques, and tools for lighting in a studio.

**Miami Ad School NY****Social Media Strategy Bootcamp**

Awarded Top Dog for best strategist in a 12-week bootcamp focused on content and social media strategy.

**IE Business School, Segovia****Study Abroad: Business + Communications****The University of Texas at Austin****Bachelor of Journalism | Business Foundations Program Certificate**

Photo Editor of *Orange Magazine*

**Dubai American Academy****International Baccalaureate Program**