RMK MANAGEMENT
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GEORGINA KAR

SUMMARY STATEMENT

A results driven and dynamic Fashion Stylist & Creative Consultant with a proven track record in styling, production, and creative direction. Specialising in producing and curating compelling fashion content, from editorial shoots to runway events, I consistently deliver high quality, visually impactful campaigns that resonate with audiences and drive brand engagement. With expertise in coordinating multi-faceted projects and a keen eye for detail, I thrive in creating polished, on brand looks that enhance storytelling and achieve exceptional results.

CAREER HIGHLIGHTS

Exceptional organisational skills, with a keen attention to detail, enabling the successful delivery of high-profile fashion projects on time and within budget, including large-scale editorial shoots, trunk shows, and private styling events for luxury brands.

Proven experience managing 6 magazines, producing fashion-focused advertorials, and overseeing editorial calendars, showcasing a strong understanding of market trends and consumer engagement.

Built and maintained strong relationships with external production houses, suppliers, creative agencies, photographers, and marketing agencies, driving collaborations that resulted in high-impact fashion campaigns and business growth.

Leadership in team management, consistently motivating and guiding creative teams through complex projects, ensuring successful executions of fashion shoots, runway events, and product launches.

Led special projects like the Jaguar Awards for excellence, delivering advertising and fashion shoots that were not only on time but also under budget, demonstrating efficient project coordination and client satisfaction.

Expert negotiation skills used to maximise image rights sales for photographers and archive materials, enhancing revenue opportunities for fashion shoots and campaigns.

Extensive knowledge in digital media and content creation, utilising platforms to increase brand visibility and engagement, and driving strategic change in fashion marketing initiatives.

EDUCATION & QUALIFICATIONS

Management and Leadership Diploma
North Sydney Institute of Technology
Marketing Diploma
North Sydney Institute of Technology
ENTREPRENEURSHIP & NEW BUSINESS
Certificate 111

EMPLOYMENT HISTORY

AUG 2016 – CURRENT

DIRECTOR - FREELANCE STYLIST
Creative Consultant + Fashion Commentator + Lecturer/Mentor
Stylist on shoots/Creative Direction/Personal Styling
CLIENTS: KAILIS Jewellery, Dyson, ATC, Glassons, BIG W, ALDI, The Iconic, General Pants, Hogarth, Studio Mondo, Westfield-Autumn/Christmas campaigns, AJE, Alice McCall, Heckler, LUXHD, The Hallway, DecJuba, Country Road, Red Cross, The Sheaf Hotel, Anantara Resorts in Phuket, Network Ten, Seven Network, Telegraph, Thomas Puttick, IMG models, Chadwick & styling influencers for editorial and events.

JUNE 2013 – JULY 2016

RELOAD AGENCY
Agent/Producer

Manage a team of Artists, Photographers, Stylists and Hair & Make-up artists.
Produce photographic shoots for both domestic and international clients.
Translating photographers visions into advertising /fashion briefs
Negotiate rates and budgets with advertising clients/publishing houses, pr, music companies and production houses.
Manage bookings and promotion for Photographers, stylists, hair & make-up artists, sourcing locations and model castings
Communicating between the client and the Artist to achieve the best possible outcome for all parties.
Develop strategies and new marketing concepts to help the Artist attain their goals.
Attending pre-production meetings with clients and managing briefs.
Organise briefings in studio for production of team, photographer, stylist, hair and make-up, talent and any other supplier required for the photo shoot.
Sourcing new clientele for photographers and making relevant strategies for progress with target clients, & sourcing locations/model castings.
Compiling marketing mail outs / email outs for photographers also marketing appointments with ad agencies & fashion clients

NOV 2012 – JUNE 2013

THE KITCHEN CREATIVE MANAGEMENT
Production and Administration Manager

Interact and liaise with the Artist, vendors and suppliers in relation to the production related activities.
Placing crew on hold, confirming rates, casting call out and casting briefs, talent coordination, call sheet preparation, location rekki and travel arrangements.
Working closely with the Producers and evaluating the technical and production requirements of a job, formulate budgets, quotes and production schedules accordingly.
Assisting in the formulation and implementation of the organisations Facebook, Social Media and marketing strategies.
Update and maintain the CRM database on a regular basis, this included data entry, cleansing (via an external telemarketing company and in-house) and monthly reporting

MAY 2012 – OCT 2012

AUSTRALIAN CONSOLIDATED PRESS
Photo Editor - TV week magazine

Managing the photo department and making sure that everything is running smoothly.
Picture research, selecting and editing images to accompany the text of the

publication.
Liaising with publicists regarding episodic images of current TV shows.
Organising shoots with TV talent. Shoot concept, location, briefing photographer, hair&make-up and stylist.
Dealing with photo agents, sourcing images and negotiating price for studio/pap images.
Working on current TV shows & sourcing the correct episodics for all shows.
Maintaining clear communication between art directors/editorial directors as well as writers, reporters, copy editors and executive staff to create the overall look of publications.
Commission, generate and licence content. Manage invoicing, budgets and mark-ups for the magazine. Pitch, research and compile photography content for video element of the magazine.

OCT 2011 – FEB 2012

GETTY IMAGES
Creative Editor

Review and edit content submitted for technical and visual quality and saleability.
Develop and maintain close relationships with Assigned photographers and group relationships within the Flickr community to drive relevant content
Communication of content needs to artists (from all sources)
Proactively recruit new talent and new relevant content sources
Support product team in ad hoc projects to refine and curate existing collections to improve the client experience.
Supports the sales marketing and PR organizations in understanding the strength of the Getty Images creative offer and communicating that to customers
Brainstorm with team members to develop new ideas and share the results with the photographer community to drive the right content.
Research and analyze current visual trends to maintain the relevance of Getty Images content.
Regular reporting to Content Manager on volumes and performance of editing team & manage projects as required, support sales and marketing with client visits & presentations.

MAR 2008 – AUG 2009

SUNDAY MAGAZINE
Photo Editor

Commissioning all photographic assignments and briefing photographers
Maintaining the photographic budget and ensuring all commissioned work does not exceed what had been agreed.
Supervising shoots, overseeing all images that are provided from photographers and stock agents.
Researching image requests and negotiating with Stock agencies.
Working closely with the editorial team to co-ordinate and prepare for all cover and feature stories.
Screened portfolios and selected photographers for editorial assignments
Coordinate all aspects of photo shoots, including, liaison to celebrity agents, and booking of studios, travel, and equipment rental.
Work on production of portraiture, still life and celebrity.
Estimate and budget production costs of shoots, as well as monthly and yearly budgets.
Accomplished photo researcher in general editorial content.
Sophisticated understanding of digital imaging, including file sizes and resolution,
Negotiate subscription contracts and page rate deals with picture agencies.
Managed sale and billing of image rights for photographs from archive.

Acquired and maintained all photographer contracts, rights clearance, tax forms, invoicing, stock photo payments for usage.
Understanding branded and non-branded syndication of photos and articles.

AUG 2005 – MAR 2008 **VIVIENS CREATIVE MANAGEMENT**
Agent/Producer
" As below"

DEC 2004 – AUG 2005 **THE ARTIST GROUP**
Agent/Producer

Manage a team of 12 Artists, Photographers, Stylists and Hair & Make-up artists.
Produce photographic shoots for both domestic and international clients.
Translating photographers visions into advertising /fashion briefs
Negotiate rates and budgets with advertising clients/publishing houses, pr, music companies and production houses.
Manage bookings and promotion for Photographers, stylists, hair & make-up artists, sourcing locations and model castings
Communicating between the client and the Artist to achieve the best possible outcome for all parties.
Attending pre-production meetings with clients and managing briefs. Organise briefings in studio for production of team, photographer, stylist, hair and make-up, talent and any other supplier required for the photo shoot.
Sourcing new clientele for photographers and making relevant strategies for progress with target clients.
Compiling marketing mail outs / email outs for photographers also marketing appointments with ad agencies & fashion clients

JULY 2002– DEC 2004 **AUSTRALIAN CONSOLIDATED PRESS**
Producer – Creative Promotions
Briefs from 6 sales teams, conveying concepts & deadlines to Art Directors.

Responsible for producing all aspects of the shoot from conception to completion, generating budgets & financial estimates for current and upcoming projects.
Presenting/selling produced mock-ups to clients
Ensuring all promotions are run to client expectations, within set budgets & production quotes.
Coordinating, researching and selecting photographers, models wardrobe, stylists, make-up artists, hairstylists, prop makers, caterers, air travel and hotels
Event management – The Jaguar Awards for Excellence and the Qantas Fashion Show
Creating and designing production books, schedules, call/crew sheets to coordinate the production team
Building relationships with agencies and production houses to ensure successful negotiation with clients, photographer's agents, model agencies, hair & make-up and stylists leading to bookings for photo shoots and events
Scouting locations, prop sourcing, overseeing photo shoots and acting as a go-between the photographer, agency, production crew, support personnel and the client to ensure production goals are achieved.
Client/agency liaison & account handling for each advertorial.

DEC 1999–JULY 2002 **AUSTRALIAN CONSOLIDATED PRESS**
Promotions Coordinator
Prioritising projects with art department/Art Directors

Coordinating photo shoots within the timelines of deadlines
Organising competitions, phone bookings for events
Ensuring promotions meet production deadlines
Administration, invoicing, budgets, corporate correspondence,
Maintaining magazine subscriptions and diary management

JUL 1997–DEC 1999 **NETWORK 10**
Traffic Sales Team

Preparing day-to-day logs
Client liaison and account handling
Arranging short-term bookings and entering sales confirmations into the system
Organising commercial billboards and program sponsorships
Debriefing and scheduling
Assisting sales department with bookings and presentations
Customer service & Client sponsorships
Promo classification and revision amendments

REFERENCES AVAILABLE ON REQUEST