

LAUREL A. CALSONI
DIGITAL ARCHIVIST
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DIGITAL ARCHIVIST

Key responsibilities:

Archive digital and physical assets

Digital Asset Management; metadata, taxonomy and naming

Digitize analog assets

Maintain digital assets on servers

Maintain digital image catalogs and library

Catalog assets and track usage rights

Photo research

Archive research and retrieval

Digital Asset Management Systems: Cumulus, TeleScope, Portfolio

ART BUYER / CREATIVE ASSISTANT

Key responsibilities:

Search, secure, and purchase of advertising art

Database management for artwork tracking and documentation; usage rights, contracts, model releases, agency and client information, etc.

Creation of database of industry vendors and resources

Track usage rights and renewal

Image scanning; format and sizing in Photoshop