

Natasha Cheek

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Experience

Current

Freelance Photographer with all round Industry Experience including
Studio Manager, Art Director, Digital Operator, and Producer

I have worked with a wide range of clients within the industry as a freelancer, and in full time roles. From shooting commercial beauty and lifestyle imagery, to working as a freelance Art Director, Editor, Retoucher and Producer, for photographer and filmmaker Alison Jackson, working with large name brands on global campaigns, celebrities and national press.

I have been manager of 3 rental studios in London, most notably for Hasselblad UK
I have also been a part time Lecturer at University of West London on Photography BA courses.

Past

Freelance Photographer, Digital Operator, Retoucher and Producer at Natasha Cheek
February 2013 – December 2013

Studio Manager at The Fields Studios
5 January 2013 – 31 January 2013
Managing 3 amazing rental studios.

I organized the day-to-day running of the 3 studio spaces, collections and deliveries for clients, attending to photographers and crews needs, queries and technical issues. Helping clients with shoot production, arranging catering, castings, and equipment rental. General office management including invoicing, reconciling accounts and chasing payments, studio marketing and social media.

Freelance at Natasha Cheek
November 2012 - December 2012
Working freelance as Photographer, Digital Operator, Retoucher and Producer.

Studio Manager Hasselblad Studio at Natasha Cheek
June 2010 - October 2012
Studio Manager of Hasselblad Studio, owned by Hasselblad UK LTD.

I was responsible for the conception and design to the day-to-day running of the Hoxton based studio space, including bookings, core marketing and advertising. Shoot production for a wide variety of clients and photographers who came to us from around the world, and available on site to deal with technical and support issues when needed.

Booking and returns of rental equipment, invoicing and chasing payments, as well as general maintenance of studio, computer and lighting equipment.

I was also on hand for digital operating services, and enjoyed being part of such a varied and creative environment.

Freelance Assistant/Digital Operator at Natasha Cheek

2005 - 2010

Freelance Assistant and Digital Operator and Producer working for various photographers in Advertising, Editorial, Animal, and Music photography.

During this period I travelled to some truly amazing places.

I was part of the Canon European Expo Tour with Apple as Digital Tech to Andy Earl, I produced shoots for advertising campaigns and library shoots, learnt as much as possible about digital imaging advances, and helped several photographers switch from analogue.

Full Time Assistant at Frank Herholdt

August 2003 - May 2005

Working with Frank was my first full time assisting role, and I count myself lucky to have worked with such a talented and experienced photographer.

During my time with Frank, I did everything from shoot production, assisting, and post-production, working on large advertising campaigns to picture library submissions, retouching, printing and mounting portfolio's for agencies.

We travelled a lot, within the UK and abroad, and I learnt about large shoot productions, working as part of a tight knit creative team and being out on location in all weathers. I also helped start the first archive of Frank's work, which was no mean feat!! A great experience all round. Oh, and this was pre-digital, so I loaded a lot of film!!!

Studio Manager at Expose Studio

August 2002 - August 2003

Working at Expose Studio gave me my first opportunity to set up a new business venture from scratch.

Working alongside photographers Adrian Myers and Ted Humble-Smith, advertising and sourcing new business and transforming their studio from self-use, into a commercial rental space.

Courses

Broncolor Advanced Training, Basel, Switzerland

Hasselblad Advanced Training, Copenhagen, Denmark

Education

Reading College of Art
2:1 Photography and Digital Imaging, 2000 – 2003

St Mary's Shaftesbury
A-Level, Photography, 1991 - 1998
Photographic Society

Honors and Awards

Finalist RPS International Print Exhibition 1998

Skills & Expertise

Digital Photography
Photoshop CS, Lightroom 5, Phocus, Capture One
Broncolor, Profoto, Bowens, Elinchrom, Lumedine, HMI, and more
Hasselblad, Phase One, Canon, Nikon
Mac, MS Office, Eizo, Wacom

"Natasha was both professional and fun to work with, her involvement in a studio booking was an assurance of smooth running and productive atmosphere. I would not hesitate to work with or for her at anytime."

— Douglas Fairbank, Senior Technician, Hasselblad UK Ltd