

Connor Betts

Photographer & Retoucher

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PROFESSIONAL SUMMARY

Studio and product photographer and retoucher with hands-on experience producing imagery for CPG, retail, and restaurant clients. Strong Capture One tethered capture and advanced Photoshop workflows. Comfortable running high-volume pipelines, managing DAM assets, and introducing AI-assisted automation to improve throughput while keeping brand standards.

KEY SKILLS

Capture One tethered capture, Adobe Photoshop retouching, Color management, AI-assisted retouching, Studio lighting, Product photography, Digital Asset Management, Cross-functional collaboration

EXPERIENCE

Fetch, Madison, WI (Hybrid)

Photographer / Retoucher (promoted from Production Retoucher)

Sep 2023 to Sep 2025

- Member of Fetch's in-house Photo Studio within The Studio, producing product and lifestyle imagery for in-app placements, campaigns, websites, email, and partner channels.
- Managed full photo production including lighting, camera and lens selection, composition, and Capture One tethered workflows.
- Retouched and color graded all studio photography in Photoshop, performing cleanup, compositing, and QA to meet brand and platform specs; prepared partner assets and maintained versions in the DAM.
- Introduced AI-assisted retouching and automation to speed up workflows and created supplemental composite imagery when needed. Collaborated with art directors, stylists, producers, and partners.

Connor Betts Creative, Madison, WI

Freelance

Sep 2022 to Sep 2023

- Provided end-to-end capture and edit services including product and lifestyle photography, retouching in Photoshop and Lightroom, assisted on-location photography and video shoots as needed to support client productions.

ProClip USA, Madison, WI

Photographer / Digital Asset Administrator

Jan 2022 to Aug 2022

- Photographed SKUs and edited images to brand specifications for web and catalogs. Managed a DAM that contained thousands of SKUs, handling tagging, version control, and asset delivery for web, social, and partner channels.

Milwaukee Tool, Sun Prairie, WI

Brand Marketing Coordinator (promoted from Assistant Videographer)

Oct 2018 to Nov 2021

- Produced product photography and video for a specialized brands division for marketing, trade shows, and internal training. Managed the division's DAM and coordinated cross-team asset workflows to improve access and consistency.

Ridgeway Church, Madison, WI

Creative Director (part-time)

Jul 2015 to Feb 2020

- Managed photography, video, web, social, and volunteer coordination.