

# Connor Betts

## PROFESSIONAL SUMMARY

Commercial photographer and retoucher with hands-on experience producing studio, lifestyle, and on-location imagery for retail, CPG, and e-commerce brands. Strong Capture One tethered capture, advanced Photoshop workflows, and proven ability to run high-volume pipelines while maintaining brand standards. Experienced managing DAM assets and bringing AI-assisted workflows into production to improve throughput.

## KEY SKILLS

Studio & on-location photography, Product & lifestyle styling, studio lighting, Capture One tethered capture, Adobe Photoshop & Lightroom retouching, Color management, AI-assisted workflows, Post-production pipelines, Digital Asset Management, Cross-functional collaboration

## EXPERIENCE

### **Saint Bernard – Dallas, TX (Remote) | Dec 2025 – Present**

Retoucher

- Edit 110-150 portrait and lifestyle images daily, handling background replacements, skin retouching, and color grading in Photoshop while maintaining visual consistency across high-volume campaign deliverables.
- Load finished edits directly into the e-commerce database, owning the file handoff from studio to storefront.
- Work inside established Adobe Bridge, Photoshop, and Camera Raw workflows to hit brand specs and tight delivery windows.

### **Fetch – Madison, WI (Hybrid) | Sep 2023 – Sep 2025**

Photographer / Retoucher (promoted from Production Retoucher)

- Produced product and lifestyle imagery for Fetch's in-house photo studio, supporting in-app placements, campaigns, websites, email, and partner channels.
- Managed full photo production: lighting, camera and lens selection, composition, and Capture One tethered workflows.
- Retouched and color graded studio photography in Photoshop, including cleanup, compositing, and QA against brand and platform specs.
- Built export automations that cut file prep and upload time roughly in half, and introduced AI-assisted retouching and workflows to enhance final deliverables and output.
- Owned DAM upload, tagging, and versioning for studio output, keeping assets findable and routed correctly to marketing, partners, and in-app placements.
- Collaborated closely with art directors, stylists, producers, and external partners on shoot planning and delivery.

### **Connor Betts Creative – Madison, WI | Sep 2022 – Sep 2023**

Freelance Photo & Video

- Contracted steadily with the Milwaukee Tool photo/video production team on location shoots, working with RED cinema and Canon kits.
- Took on product, event, and promotional photography projects for local clients between larger shoots, handling end-to-end capture, retouching, and delivery.

### **ProClip USA – Madison, WI | Jan 2022 – Aug 2022**

Photographer / Digital Asset Administrator

- Photographed and retouched product imagery across thousands of SKUs to brand specs, keeping the catalog, web, and partner feeds current as new products launched.

- Executed the company's transition to Widen DAM by exporting legacy assets, uploading and tagging with consistent metadata, and training marketing, sales, and product teams on the new platform.

**Milwaukee Tool – Sun Prairie, WI** / *Oct 2018 – Nov 2021*

Brand Marketing Coordinator (promoted from Assistant Videographer)

- Produced product photography and video for a specialized brands division, supporting marketing, trade shows, and internal training.
- Onboarded the division into the company's Widen DAM by inventorying existing assets, uploading and tagging them, and coordinating cross-team workflows to keep delivery formats and file handling consistent.

**Ridgeway Church – Madison, WI** / *Jul 2015 – Feb 2020*

Media & Production Lead

- Helped run photo, video, and social content for events and weekly services while coordinating a small volunteer production team.

**EDUCATION**

**Sun Prairie High School** — High School Diploma

**Dane County Youth Consortium** — Youth Apprenticeship Program (Creative / Media)