

STELLA SUBASIC

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PROFILE

Visual storyteller and multimedia producer with newsroom, campaign, and brand experience delivering documentary-style photo/video across politics, community, and live music. Leads production workflow by planning, shooting, and editing to drive measurable reach (e.g., 1.3M+ campaign impressions) and consistent weekly content for digital and social. Highly collaborative and people-focused, bringing an ethical, accurate, human-centered approach; fluent in Adobe Lightroom, Photoshop, Premiere Pro, and SEO best practices.

PROFESSIONAL EXPERIENCE

Freelance Visual Storyteller & Photographer

Aug 2019 — Present

- Capture events, portraits, and documentary-style visuals for individuals, organizations, brands, and campaigns
- Develop visual narratives tailored for diverse audiences and platforms
- Manage projects from pre-production to delivery through research, development, and collaboration
- Balance creative direction with authentic, people-centered storytelling

Visual Content Producer, KTB Media & Marketing

Sept 2025 — Present

Olathe, KS

- Produce photo and video content highlighting Keller Williams realty leaders, agents, and team oriented activities
- Create short-form and long-form visual assets for digital and social platforms
- Collaborate with leadership to develop cohesive visual messaging
- Research social media trends
- Deliver high-quality content weekly

Campaign Visual Director, Andrew Kump

Aug 2025 — Nov 2025

(Kump4Wyco)

Kansas City, KS

- Produced photography, video, and social content documenting public forums, events, and outreach
- Managed website, created info-graphics, and produced trending social content
- Worked closely with campaign team in a high-pressure, time-sensitive environment
- Helped shape campaign messaging through visuals, digital strategy, and advertisements
- Garnered over 1.3 million impressions over the course of the campaign

Visual Journalist, Cronkite News

May 2024 — Aug 2024

Phoenix, AZ

- Developed visual stories covering public affairs, sports, and business in a newsroom environment
- Delivered photo coverage of high-profile events, including visits from Vice President Kamala Harris and WNBA games
- Collaborated with reporters and editors to support daily and enterprise coverage
- Edited and optimized visual content using Adobe Creative Suite and applied SEO best practices to increase digital reach

Photographer Intern, PHOENIX Magazine

Jan 2024 — Apr 2024

Scottsdale, AZ

- Pitched and executed editorial photography for food, culture, and community-focused features
- Maintained visual consistency with publication style and brand standards
- Operated professional-grade equipment across studio and on-location shoots
- Edited imagery using Photoshop to meet editorial and production requirements

Customer Service & Retail Roles, Nike | H&M |

Nov 2018 — Oct 2025

Tommy Hilfiger | Catering

- Delivered customer-focused service in fast-paced retail environments
- Built strong communication and interpersonal skills through daily customer interactions
- Maintained professionalism, adaptability, and reliability across multiple roles
- Recognized for teamwork, initiative, and ability to work long hours under high-volume business

EDUCATION

Arizona State University | Walter Cronkite School of Journalism

Jan 2023 — Dec 2024

Journalism and Mass Communications, Phoenix, AZ
Concentration in visual journalism and digital reporting

- Spring 2023 & Fall 2024: Dean's List 3.5 GPA or higher
- Bulldog Scholarship Recipient

Johnson County Community College

Aug 2021 — Dec 2022

Associates Degree, Overland Park, KS

- Spring 2022 & Fall 2022: Dean's List 3.5 GPA or higher
- Rose Family Journalism Scholarship

CORE COMPETENCIES

Visual Storytelling Creative Direction & Planning	Photography (Documentary, Portrait, Event) Adobe Creative Suite (Lightroom, Photoshop, Premiere Pro)	Digital & Social Content Strategy	Video Production & Editing
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INDUSTRIES & ENVIRONMENTS

- Editorial & Community Storytelling
- Political & Civic Campaigns
- Nonprofit & Organizational Media
- Branded & Digital Content
- Live Music Documentation