

Sofia Belhouari

Photographer | Creative Director | Filmmaker
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Photobyphilosofi, 2017- Present

Photographer, Writer, Creative Director.

I am a a story-driven creator with a focus on visual emotionality. I bridge the gap between the technical and artistic aspects of creative production.

- Published photographer: **Good Morning America, The Daily Front Row, and James Lane Post. NYFW: Veronica Beard, Cavanaugh Baker, Bronx & Banco, The FMA Awards, & the LA fashion awards.** "...A story-teller from both sides of the lens" - InStyle Magazine.
- Grew @sofiabelhouari, to 14.4 k followers, with 80 k collective YouTube views for my personal creative work. Brand partnerships and affiliations include but are not limited to the following: Cosmopolitan, L'Oréal, InStyle, West Elm, Ravel, Berenice, Dermablend, Inspr, Jim Beam, Hers, Soap and Glory, Equilibria Women etc. <https://www.sofiabelhouari.com/philosofi>
- Expertise in creating and managing presentations, and mood boards for creative proposals and campaigns. Directing, producing and modeling independent designers such as @yummiestudio, and @midwestbeyond, @kenzaklay and more.
- I have photographed talent such as **Jennifer Garner, Mindy Kaling, Zoey Deutch, Tyler Cameron, and Rachel Brosnahan** to name a few.

Relevant Experience: Creative Content Brand Manager: Photographer, Director, Videographer and Editor.

The Children's Place, Gymboree, S&J , PJ Place February 2021- July 2023

- Partnered with marketing and brand leadership to conceptualize and execute fashion campaigns, social media content, and scripted documentary-style shorts aligning with brand messaging.
- Art directed, directed, and photographed models and influencers, capturing compelling on-figure fashion content.
- Developed, pitched, and executed culturally and economically resonant creative concepts, providing strategic input across creative development, paid media, promotions, and community engagement.
- Produced in-house live-action, GIF, animation, and stop-motion videos, overseeing set design, prop styling, and lighting for high-quality product content.
- Led cross-functional meetings with creative teams, managing video editing, exporting, and distribution across Instagram, Facebook, YouTube, TikTok, Pinterest, CTV, Amazon, Ovative, Criteo, and Afterpay.
- Directed graphic designers in creating engaging animations, social media assets, and unique video overlays.
- Managed photo teams, including photographers, models, stylists, and makeup artists, ensuring brand consistency across still-life and on-figure imagery; maintaining high-volume workflows under tight deadlines. Advised leadership on gear requirements, within budgets.
- Elevated video production quality from iPhone to 4K branded content in six months, driving top KPIs, ie; 1.5M+ views for PJP content.

Incline Productions August 2018 - May 2021

Freelance Creative Producer / Editor @Inclineproductionsny

- Edited video content for film and commercial, creating teasers, and social assets. (Marimekko, Early, United Nations, etc)
- Production Assisted Marimekko "Bold By Nature" Campaign. Developed creative solutions and was a liaison between talent and directors.
- Collaborated with creative directors and production teams to ensure alignment with brand visions across high-quality visuals while also identifying and applying current trends for brand social accounts.
- Co-Produced and Assistant Edited The "Saint Luna Spirits" Commercial 2019. Creative development with Brand Exec & VP's.
- Assistant Editor (United Nations Project) un-batched thousands of files, watched, and named clips and organized files in premiere pro. Creating string outs, and breaking down edits into segments.

B&H Photo & Video October 2021 - December 2021

Freelance Writer & Content Creator

- Partnered with the marketing team to develop articles and video content for new gear on the market. Required in depth testing, creating, and copywriting for the consumer's perspective. Please see LinkedIn for relevant links.

INSPR August 2018 - April 2019

Social Media Manager and Content Producer (@insprny)

- Producing and executing photoshoots for social Used analytics to optimize engagement, track growth, trends, and impressions.
- Largely contributed to the increased growth of the IG account by nearly 1000%, during startup phase to 13.9K in a few months.

SKILLS

Creative & Art Direction, Styling, Photography (Canon 5D Mark IV), Videography - Sony fx6, Lighting, Directing, Shooting, Photo & Video Editing, Producing, Adobe Creative Suite Lightroom, Photoshop, Premiere Pro, Basic Adobe Animate Lip sync, Final Cut Pro, Avid, Davinci, Procreate, InShot app, Microsoft, Preview, Buffer, TikTok, IG, Social Media, Ableton, Daktronics, K2 Replay, Acting, Modeling, Hosting.

EDUCATION

The University of Oklahoma, Norman, OK 2016. BFA in Musical Theatre & Broadcast & Video Operations with Sooner Vision.

FUN FACTS

I used to be my high school's mascot (go mustangs!) and in college, while working at Sooner Vision, one of my favorite roles was operating the "jumbotron" at the basketball home games. I have also published a children's book, "Dill Weed."