

# LISA GUALTIERI ALFORD

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## EDUCATION

SYRACUSE UNIVERSITY, SI NEWHOUSE SCHOOL OF PUBLIC COMMUNICATIONS

**Master of Science, Communication**

**2025**

PARSONS SCHOOL OF DESIGN – NEW YORK, NY AND PARIS, FRANCE

**Bachelor of Fine Arts, Photography**

**2006**

## EXPERIENCE

CANON USA – MELVILLE, NY

**Regional Account Manager**

**2014 - Present**

- Responsible for establishing Canon as the leader in professional imaging products to end users in Higher Education and B2B Accounts in the Eastern USA.
- Develop and maintain strong relationships with accounts to increase sales, provide technical product training and demos, coordinate product loaners, conduct specialized learning events and workshops.
- Represent Canon at industry and EDU Account trade shows, keep up with industry trends.

SHARP ELECTRONICS – NEW YORK, NY

**Account Executive**

**2013 – 2014**

- Responsible for the sales, support, and business development of Professional A/V Products and Business Solutions for B2B and Corporate accounts in the NY Metropolitan area.

EC PROFESSIONAL VIDEO – NEW YORK, NY

**Account Manager**

**2005 - 2013**

- Responsible for the sales, marketing, and support of Broadcast and Pro Video Products
- Coordinated and hosted workshops and industry/product related learning events
- Maintained vendor relationships; successfully hired and trained new sales reps and admins.

FREELANCE – NEW YORK, NY AND TAMPA, FL

**Photographer/Visual Storyteller**

**2002 - Present**

- Provide editorial, event, promotional, lifestyle, and travel photography, photograph editing and retouching, creating and designing marketing and promotional items.

## INVITED WORKSHOPS AND PRESENTATIONS

UNLEASH GLOBAL INNOVATION LAB FOR THE UN'S SUSTAINABLE DEVELOPMENT GOALS – SHENZHEN, CHINA

**Storyteller Facilitator**

**2019**

- Guided 18 Storytellers from 11 different countries and backgrounds in the creation of visual media to chronicle issues and develop solutions through storytelling within the SDG's.
- Provided technical product training with an emphasis on impactful imagery, set up interviews, scouted shooting locations, and managed subgroup through the UNLEASH curriculum, culminating in a business pitch of their idea to a panel of judges.
- Coordinated international loaner of Canon Cinema and DSLR cameras and lenses, worked with Canon Marketing and UNLEASH production team to provide Canon with PR materials.

EYES ON MAIN STREET YOUTH PHOTOGRAPHY PROJECT – WILSON, NC

**Youth Workshop Photography Instructor/Canon Team Leader**

**2016 - 2019**

- Work with Columbia College Chicago Photo Dept. to foster the image making skills of 100+ at-risk youth aged 6-17, by teaching photography fundamentals and advanced techniques over a one-week period during the Eyes on Main Street Photography Festival
- Edit, perform basic retouching, and print student work, curate and hang Youth Gallery
- Coordinate product loaners, staff, and marketing from Canon

#### HELP PORTRAIT, MOTT COMMUNITY COLLEGE - FLINT, MI

##### **Canon Team Leader/Event Supervisor/Photographer**

**2016 - 2019**

- Coordinate product loaners and staff from Canon to Mott CC to provide free, professional family or individual portraits to people in need.
- Assist with the set up/break down, testing, and oversight of equipment, provide technical product training to Mott CC students, and photograph event for Canon/Mott CC Marketing.

#### RONALD McDONALD CAMP (RMC) - GREELEY, PA

##### **Photography Instructor/Canon Team Leader**

**2018 - Present**

- Teach fundamental and advanced techniques of photography to campers aged 12-17 during a one-week summer sleep-away camp hosted by Philadelphia Ronald McDonald House for children with cancer and their siblings.
- Edit, perform basic retouching, and print campers' work, curate and hang cafeteria "gallery".
- Coordinate product loaners and staff from Canon, develop curriculum for daily activities, create learning videos virtual platforms.

#### AFRICAN INTERNATIONAL DOCUMENTARY FESTIVAL FOUNDATION (AFIDFF)

##### **Photography Instructor**

**2019 - 2021**

- Develop and deliver virtual courses in storytelling principles and advanced practices for talented, under-privileged filmmakers and documentarian classes in Nigeria.
- Participate in annual virtual summits, and maintain availability for one on one support through web or telephone contact.

### **SKILLS & CERTIFICATIONS**

- **HubSpot Academy - Social Media Marketing Certification, 2023- 2025**
- Successful public speaker, presenter, and educator for Photography, Cinema, and Pro Video.
- Highly competent at building workshop curriculums to ensure successful learning at all levels, and in offering constructive criticism and technical advice for creating better images.
- Proficient in Mac & PC Platforms, Adobe Photoshop, Lightroom, and Rush, Microsoft Office, Salesforce, and Social Media. Formally trained in Film and Digital Photography, Video, Photo Editing and Retouching, Lighting, and Film and Digital Printing.

### **FESTIVALS & CONFERENCES**

Kuala Lumpur Photography Festival (Guest Speaker)	2020 - 2021
Eyes on Main Street Photography Festival (Photographic Exhibitor)	2020 - 2021
Jeonju International Photography Festival (Photographic Exhibitor)	2020
National Association of Broadcasters (Vendor/Staff)	2006 - Present
University Film and Video Association (Vendor/Staff)	2015 - Present
PhotoPlus Expo (Vendor/Staff)	2009 - 2019

### **AWARDS AND PROFESSIONAL AFFILIATIONS**

Canon USA/Behold Media, Producer - Emmy Nomination	2020
Canon USA, Ambassador for Diversity and Inclusion	2020
Canon USA, ITCG Outstanding Sales Performance Award	2016
Canon USA, VIP Ambassador, Canon Expo - New York, NY	2015
AFIDFF, Advisory Board Member	2018 - Present