



**RICHARD REENS**

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Representation: United States,  
Canada, Eastern Europe, Western  
Europe, Middle East, Asia

Richard Reens is an award winning commercial director/dp whose innovative style and intimate approach lends the most beneficial, paramount experience to both clients and actors. Richard's knowledge and experience in the advertising industry combined with his intuitive perception of what appeals to any target audience has attracted an impressive list of clients from around the globe. His instinctual ability to appeal to a target audience is evident in his highly regarded season spots for Fox Television series "The OC". Richard has also directed jaw-dropping campaigns for Mercedes Benz, Hummer, Sony, and 7UP.

Richard's reputation has an international reach. His campaigns in Eastern Europe have impacted the advertising culture so strongly that they are now the focus of lectures in advertising conferences and have had significant impact on the advertising landscape in some areas.

At an early age, Richard chose to follow in the footsteps of his father who was a highly acclaimed photographer. At the age of 10, Richard was already shooting and developing his own pictures. Richard's excellence in still photography captured the attention of Neiman Marcus and Estée Lauder, which launched his career at age 18. Through experimentation with unconventional photographic techniques, and adopting unusual visual and conceptual approaches to his subjects, he quickly moved from tabletop to fine art to fashion photography. Instinct to seek out fresh new faces, led Richard to discover and photograph models who became household names, including Supermodels Brigitte Hall and Chandra North, Angie Harmon, and Shannon Elizabeth. Richard's photographs have been featured in international publications including Allure, Amica, Glamour and Marie Claire.

A consummate professional whose work is recognized worldwide and has received numerous awards and accolades, Richard was named one of the top 15 photographers in the world by Archive Magazine in 2001. His television commercials and still photographs have won hundreds of advertising awards including, Clio's, CA Advertising, Design, and Photography Annuals, New York Art Directors Club, and more than a half-dozen coveted pencils in The One Show.

Richard is a native New Yorker, and a graduate of New York School of Art and Design. In addition to his continued pursuit of his lifelong passion for training, riding and showing horses, Richard is an underwater cinematographer and enjoys skiing, scuba diving, and skydiving.

Richard is a seasoned world traveler and maintains residences in Los Angeles, New York, Dallas, Kauai, and Zürich, Switzerland.

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**PROFESSIONAL EXPERIENCE**

<b>Post Op (USA) 2013-Present</b> Diana Schroeder Managing Director <b>Commercials, Network TV Promos (FOX, ABC, The CW)</b>	<b>2013- Present</b>
<b>Director/ Director of Photography (DP)</b> Freelance Director -global (Canada, Europe, Asia, U.A.E.)	<b>2003- Present</b>
<b>Director/Producer</b> Grief, A Comedy - Award Winning Short Film	<b>2011</b>

**Mirella Film Company, Los Angeles, CA** **2001-2003**  
Owner Kelly McDowell, Michael Cerny  
**Director/DP**

**Partners' Film Company Toronto, Canada** **2000-2003**  
Owner: Don McLean  
**Director/DP**

**Bruce Dowad Associates Los Angeles, CA** **1997-2000**  
Owner Bruce Dowad  
**Director/DP**

**R2 Productions New York, NY and Dallas, TX** **1981-1996**  
**Photographer, Business owner**  
**Table top, Advertising, and Fashion**  
Clients included: Estee Lauder, Aramis, Clinique, Amica, Condé Nast Publications, Allure, Marie Claire

**Selected Client List (1995-Present)**

7UP, Amica, Avon, Chrysler, Condé Nast, Coors Breweries, Dr. Martens, Estée Lauder, Glamour, Harley Davidson Apparel, The Home Depot, Hummer, Id Software, Isuzu, JCPenney, Kodak, Marie Clair, Memorex, Neiman Marcus, Pennzoil, Pepsi, Revlon, Southwestern Bell, Spiegel, Texas Department of Tourism, Utah Transit Authority, Virgin, Warner Electra Atlantic, American Airlines, Western Union, Southwest Airlines, Delta Airlines, Vodafone, Connex, Molson Beer of Canada, Labatt Breweries of Canada, Atlantic Lottery, Florida Lottery, Aliant, FOX Network, ABC Network, The CW Network, Dell Computers, Procter & Gamble, Sony, Texas Lottery, Shell Energy, Romtelecom, Dempsters Bakeries, Dannon, Walt Disney Corp, Walt Disney World, Pixar. Network Promos for The O.C., The CW Network Launch, The Pussycat Dolls, America's Next Top Model, Greys Anatomy, The Jury.

**ACUMEN**

**Director, Cinematographer, Director of Photography, Photographer**  
**Equipment Proficiency**

Motion Picture film cameras and high definition cameras including Arri, Panavision, Sony, JVC, Panasonic, and The Phantom. Still Photography, large format view cameras including 4x5 and 8x10 film, to SLR's and DSLR's.

**Software Proficiency**

Mac OS including: Photoshop, Final Cut HD, Adobe GoLive and Image Ready, Filemaker Pro, and Director's Notebook Software

**Creative Business Development / Idea Innovation/ Management**

- Collaborative approach with creative team in preparation to create projects for television, internet, special events, and development of projects appropriate and focused for target audience and multi-national campaigns
- A creator who works well with creative teams, and independently brings an entrepreneurial mindset to implementing business strategies; possesses the strength and talent to create and nurture ideas that cultivate business interest and growth
- Idea innovation for script development and content for projects including shot lists and storyboard direction, concept and execution treatment development and creative solutions to adhere to budgets and timelines
- Proven ability to adapt and execute projects in international territories, including overcoming language communication and cultural barriers, and assembly of multi-national crew
- Strength in working well with all departments and teams on every level of agency, network, client, executive, creative, and crew
- Meticulous attention to detail, ability to meet time critical deadlines on set and off on set, collaboration and problem solving to meet needs and expectations of client and agency
- Character development and personality/actor and non-actor talent collaboration to obtain best performance for project
- Management of projects and on set challenges including, environmental, animals, youth actors, set changes, truth in advertising, regulatory and legal standards, safety, talent, client, in the moment resolution to large and small issues to insure project completion, and best end product delivery.
- Comprehensive knowledge, direction, and understanding of technology and hardware/software for pre-and post projects including visual effects, 3D, Non-linear, Maya, Inferno, Flame, Avid, Final Cut, etc.

## **ENTREPRENEURSHIP**

**Software Products Developer:** *Directors Notebook Pro, Directors Notebook SA, Directors Notepad, Directors Boards, Blitz Studio, Blitz Studio Lite*

Software products developed using Filemaker's runtime engine for standalone solution deployment, and end user licensing for Microsoft and Mac OS. Many ad agencies, photographers, feature and commercial directors, and production companies use these professional management products. Directors Notebook software is also used in the production of the Academy Awards Show.

### **Web Business and Portfolio**

Designed, built, and maintains business websites:

[www.reens.com](http://www.reens.com) professional reels and still portfolio; [www.directorsnotebook.com](http://www.directorsnotebook.com) online software store

### **R2 Productions, Still Photography Production Company**

Operated successful and profitable business for 9 years with 3 full time employees and rotating crew, and maintained a healthy high profile client roster.

### **Other**

Executive Producer and Show Developer for two reality based television shows, several music videos, and concept visual art production for Modcon at the Soho Grand Hotel on opening night of Fashion Week 2008 in NYC

## **EDUCATION AND EARLY CAREER DEVELOPMENT**

### **1968-1977**

Apprenticed under Louis Reens (Father) World Renowned Architectural and Interiors Photographer  
Started taking Pictures, developing and printing photographs in 1970

### **1976-1981**

- Attended High School of Art and Design, NYC
- Apprenticed under Lynn Saint John (High School internship turned full time summer and after graduation)
- June 78 Moved to Dallas as Photographers assistant at Greg Booth and Associates
- May 79 - 81 promoted to photographer at Greg Booth and Associates, first shoot was National Ads for the Fine Jewelers Guild, then Neiman Marcus Christmas catalogue, Horchow Collection Christmas Cat, and other projects for Neiman's, American Airlines, and various other clients

## **PROFESSIONAL AWARDS AND ACKNOWLEDGMENTS**

Archive, CA Advertising Annual, CA Design Annual, CA Photography Annual, Clio, Graphis Advertising Annual, Graphis Design Annual, New York Art Directors Club, One Show, Tops