

CANYON FLOREY

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PROFILE

Strong skills and experience in, adventure, leadership, snowsports, commercial art, and computer applications, complemented by knowledge of the outdoors, understanding of business operations, and ability to powerfully communicate ideas through expressive multimedia. Combined with an outgoing personality, and communication skills.

Track record of initiative and achievement — seeking out projects, expanding job description boundaries, volunteering, and being selected for positions of responsibility within chosen field.

EXPERIENCE

Freelance Photographer

July 07- Current

YONink.com

Successful completion of commercial photography, and design assignments requiring planning, follow-through, and results that meet client objectives. Emphasis on outdoor adventure photography.

Lead Guide

May 08- Sept. 09

Packer Expeditions, Skagway Alaska

Confidently led 3 to 20 person hiking, kayaking, and snowshoe tours over 5-10 miles including glacial travel, helicopters and a historic railroad. Responsible for peoples well being, safety and to show them a great humorous time in the outdoors. Experience with organizing medical evacuations.

Production Assistant, Photographer

Dec. 07 - May 08

Leeward Cinema

Project: "My Own Two Feet" is an environmentally friendly adventure snowboard movie. We hiked 1200 miles with camera equipment, jib arms, glide cams, cable cams, ect. Into remote wilderness backcountry snowboarding locations throughout the Sierra Nevada Mountains of California. We camped over 30 nights in the snow while filming at each location, sleeping in tents and snow caves.

Scope: Photography, Logistics planning, carrying equipment and gear for several miles in extreme snow conditions, working with professional snowboarders, film shot set up and break down. Working with the Director, and his creative vision. Photographed professional snowboarders for media relations and stopmotion animation photography. Check out www.leewardcinema.com for more information.

Business Owner

June 03-May07

STEPFIVE Designs, Lake Tahoe, CA.

Established a successful graphic design and screen printing business. Responsible for all business operations, project supervision, production, sales, clients, ect. Sold the business for a profit in 2007 in order to allow more time for freelance work and assignments requiring travel and on location work.

Designer, Screen Printing

2003-2004

Alias Printing and Design, Lake Tahoe, CA.

Established a screen printing shop, self taught screen printing techniques, produced logo wear for clients, developed and sold personal t-shirt line. Merged with a new business partner to form STEPFIVE designs.

Production Manager

2001-2003

UNDERGROUND MEDIA- The Approach Magazine and NC Productions.

Created The Approach magazine, a free black and white publication distributed throughout the west coast. Scope of the magazine was Snowboarding, Skateboarding and Music. As creator I filed all major rolls of a publication including photography, editorial content, print layout, advertisement sales, financial, distribution, and buying paper.

Tech. Representative

2003-2004

Elevation Snowboards- Northern California

Supervised on snow demos for Elevation snowboards, and was responsible for getting the direct consumer on our product. Making sure they enjoyed the product and was a friendly face of the company. Responsible for the maintenance of a demo fleet of over 40 snowboards and bindings.

Photographer

Summer 2003

Windell's Snowboard Camp

Walked into photo program with faulty equipment and poor operation procedures. Helped to streamline and better the program, using digital file processing of 2003. Responsible for shooting over 1,000 digital images per day, and compiling more than 4,000 images per day. Equipment troubleshooting, maintenance, computer networking, streamline of operation and sales to campers. Great collaborative and leadership skills; project organization from start to finish; initiative and the ability to respond skillfully to different situations; ability to work as part of a team; creative ideas; clear communication; physical stamina; athletic ability; and motivated to work long hours.

SKILLS

Basic Skills:

Great collaborative and leadership skills; project organization from start to finish; initiative and ability to respond skillfully to different situations; ability to work as part of a team; creative ideas; clear communication; physical stamina; athletic ability; and motivated to work long hours.

Camera Skills:

- Talented Photographer experienced in commercial, outdoor, action, food and beverage, business photography.
- Operate a HD movie camera for adventure and action cinematography.

Computer Skills:

- Extensive Knowledge of the Mac Platform and Adobe CS3 Applications. Lightroom 2, Photoshop, Illustrator, In Design, Dreamweaver, Flash, and final cut pro.
- Proficient with computer workflow, data transfer, troubleshooting, and networking.
- Graphic Design, Web design, Multi Media productions.

Artistic Skills:

I am an Artist! My mother is an art major, my grandmother a painter, my father an entrepreneur. I have been a productive artist since I was born. Mediums include photography, screen printing, painting, illustration, and combined skills yielding design production.

Outdoor Skills:

- 15 Years of snowboarding including extensive backcountry experience.
- Hundreds of multi-day outdoor trips involving; backpacking, camping, rafting, international travel, and other various outdoor activities.
- Capable of guiding and paddling a white water raft.
- Mountaineering, mountain biking, surfing, climbing, skiing, fly fishing, rafting, kayaking, and anything else including recreation in the outdoors.
- Project Logistic planning.

EQUIPMENT

Mac Book Pro w 23" Monitor
Cannon 5D digital SLR body
26GB memory
Multiple Cannon L series lenses
Flashes and Remotes.

Excessive amount of outdoor adventure gear.

VOLUNTEER

Search and Rescue / Volunteer Fire Department

Skagway Alaska

Involved with searches, equipment, rescue, training.

Snowboarding Contest

Nate Chute Hawaiian Classic- The Resort at Whitefish, Mt.

I helped to create the N.C. classic as an memorial event for a suicidal friend.

The 2009 event will be the 10th annual, I have helped with organizing, networking and have done the design, artwork and T shirts for the event.

EDUCATION

I am a self-educated individual and an entrepreneur. Most people went to college in their early twenties. I went on adventures, traveled, started businesses and created projects. I can learn how to do anything quickly if I put my mind to it.

“Street” Degrees:

Photography-Over the last 15 years I have taught myself how to create amazing images.

Graphic Design- 7 years as a graphic artist.

Business- 8 years of self-employment and business ownership, including: sales, marketing, client relations, employee hiring and oversight, etc. I have started a magazine, video production companies, a screen printing shop, and done consulting for marketing plans.

Whitefish High school, Whitefish Mt. Graduated with Diploma in 2000.

Advanced Wilderness First Aid- Valid until May 2010

Glacier Rescue- Completed a 18 hour glacier rescue course.

Search and Rescue Training - 40 hour SAR basic training.

Fire Department- 30 hour basic training.

Sea Kayak Rescue- 40 hour intense Sea Kayak rescue and guide training.

References and letters of recommendation are available upon request.