



JUSTIN SORENSEN

MEDIA COMMUNICATION SPECIALIST

CONTACT

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🌐 www.justinsorensenphoto.com

📍 Stockholm, Sweden

EDUCATION

Bachelors degree
University of Minnesota Duluth

Major:
Communication

Minor:
Arts in Media

SKILLS

Brand awareness Project management

Web/print publishing Team coaching

Social media Editing photo/video

Photography Videography

ATTRIBUTES

Imaginative Critical thinking

Affable Empathic

Grit Reliable

Rational Adaptable

AWARDS

New York News Publishers Association
Distinguished News Photography Award of Excellence
2nd Place News Photography
3rd Place Sports Photography

National Press Photographers Association
Photographer of the Year runner up (Region 2)

Associated Press

Portraits & Personalities	1st Place	"Fresh Air Mary"
	2nd Place	"Head Games"
Features	1st Place	"Better than Fair"
	3rd Place	"Off Road"
Photo Essay	2nd Place	"Homecoming Ring"
Spot News	2nd Place	"Farm Ablaze"
	3rd Place	"Country Fire"

PROFILE

I am a meticulous visual storyteller with 15 years experience in media communication, marketing, editing, and publishing. I produce work that aligns with the final product's objectives, target audience, and call to action. What sets me apart is my dedication to client satisfaction, achieved through active listening and effective communication.

WORK EXPERIENCE

Freelance Photographer

Justin Sorensen Photography 2008-present

- Corporate events, portraits, weddings, families, landscapes, client requests

Team Manager

2021-2023

JFUERST Real Estate Media – Minneapolis, MN

- Successfully hired, trained, and led and guided a team of 10 photographers.
- Implemented one-on-one coaching and organized team meetings.
- Elevated quality control, performance measurement, and accuracy in annual reviews.
- Redesigned training processes, incorporating remote training methods.
- Organized data, processed personnel records, maintained department records
- Innovated creative property showcasing strategies for multiple platforms.
- Continued duties as a Real Estate Photographer.

Real Estate Photographer

2019-2023

JFUERST Real Estate Media – Minneapolis, MN

- Showcased 1,000's of properties for real estate agents and Airbnb operators for their marketing.

Lead Photojournalist

2015-2017

Johnson News Corp – Watertown, NY

- Led a team of four photographers, collaborating with editors and reporters on daily coverage and projects.
- Introduced video production enhancing multimedia content and audience engagement.
- Photographed and designed covers and inside features for niche regional magazines (26 issues/year).
- Collaborated with social media editors, formulating effective strategies, and actively tracked audience engagement.
- Sustained and elevated a multi-decade reputation for excellence, as a nationally recognized award-winning photography team.
- Continued duties as a Staff Photojournalist.

Staff Photojournalist

2008-2017

Johnson News Corp – Watertown, NY

- Shot and edited photos for print, web, and social media under deadline pressure.
- Photographed breaking news, features, sports, food, product illustrations, portraits, landscapes for the Watertown Daily Times and supplemental publications.
- Wrote concisely in AP style.