



Joel Franquiz

PHOTOGRAPHER



828-729-1085



business.joelsf@gmail.com



Lenoir, NC



joels.media



joelfranquizphotography.com

Skills

- Adobe Lightroom, Photoshop, Capture One
- Studio & location lighting
- Sports & event photography (all Division I sports)
- Color correction, retouching & image culling
- Visual storytelling & conceptual photography
- Archiving, cataloging & preparing photo assets
- Fast-paced decision-making under live-event pressure
- Understanding sports timing, positioning & motion
- Team collaboration & independent work
- Attention to detail & accountability
- Tethered shooting & off-camera flash
- Client & subject direction during shoots
- Digital asset management & metadata tagging
- Creating shot lists, mood boards & visual plans

Summary

Joel Franquiz, a fine art photographer from Lenoir, NC, will graduate from Appalachian State University in December with a BFA in Photography. Experienced in multiple mediums, he specializes in polymer plates and integrates film, digital, sports, and nature photography to create compelling visual narratives.

Experience

Student Athletics Photographer - Appalachian State University Boone, NC | August 2023 - December 2025

- Capture and edit photos for all Division I sports at Appalachian State, plus university events, media days, and formal functions.
- Lead select event coverage and coordinate with design/marketing teams to deliver on-brand content for digital and print platforms.
- Plan and execute shot lists for high-profile events, ensuring coverage meets creative goals and deadlines.
- Assist with organizing and maintaining photography archives for athletics and university marketing use.

Federal Work Study Creative Services - Appalachian State University Boone, NC | October 2023 - May 2024

- Supported university creatives in photography, archiving, and graphic needs across multiple sports and event types.
- Delivered high-quality visuals for recruiting campaigns, marketing materials, and university publications.
- Organized digital photo libraries with consistent metadata and file structure for efficient access.

Freelance Photographer - Various Locations 2023 - Present

- Provided photography and event assistance for Hickory FC and Charlotte FC, covering matches and events for sports networks with a focus on matchday action, fan engagement, and behind-the-scenes documentation.
- Worked directly with clients to meet creative expectations, manage deadlines, and adapt to changing conditions during live events.

Academics

BFA in Photography - Appalachian State University

- Focus on studio work, film/digital processes, lighting, and visual storytelling.

AFA in Digital Art - Caldwell Community College and Technical Institute

- Trained in drawing, design, color theory, and traditional media techniques.