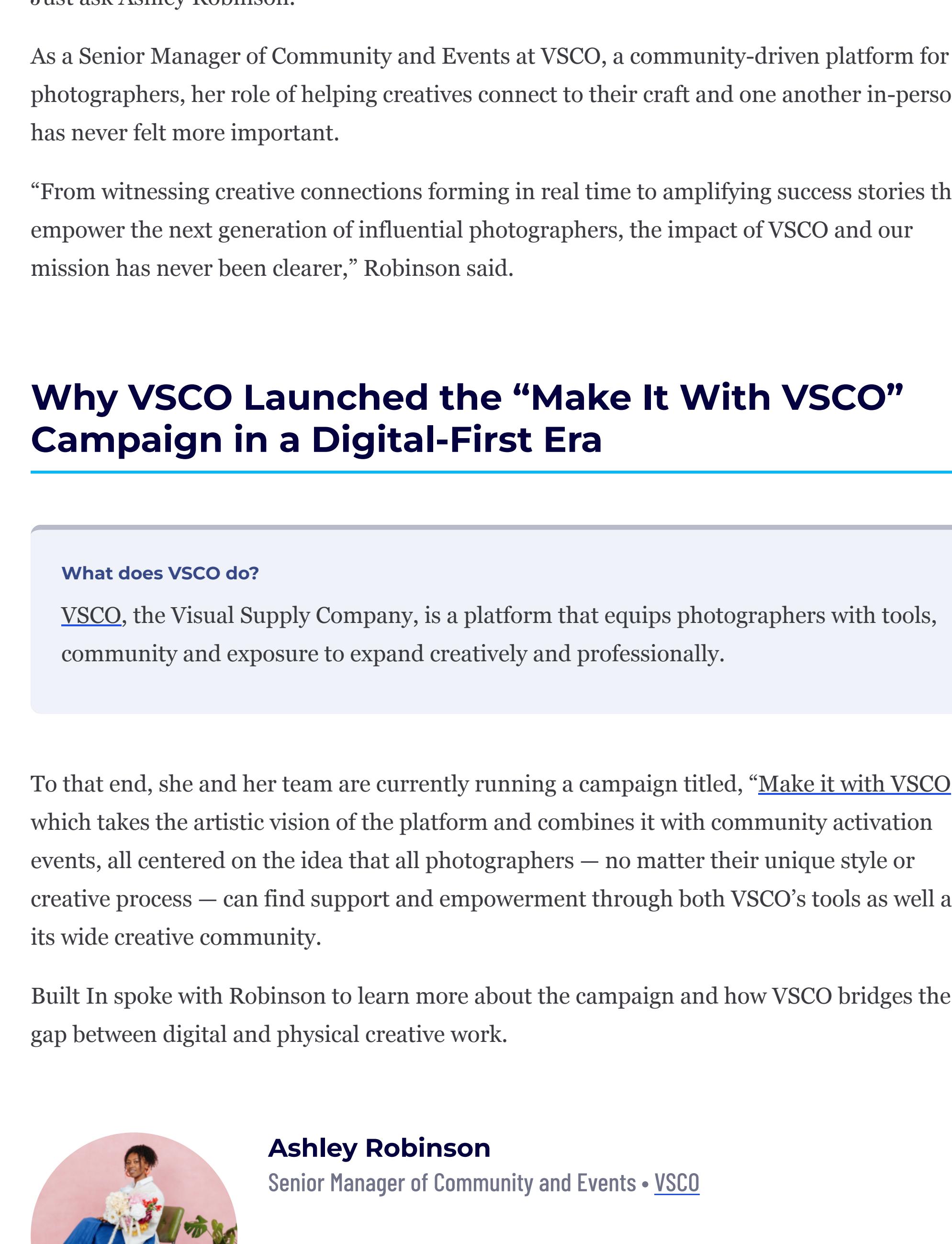


Inside VSCO's Creator-First Culture: How "Make It With VSCO" Connects Photographers IRL

Inside the campaign connecting VSCO's digital editing tools with IRL events that help photographers grow their craft and careers.



Written by Taylor Rose
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Credit: VSCO

REVIEWED BY
Justine Sullivan | Dec 08, 2025

Summary: VSCO's creator-first culture blends powerful digital tools with in-person experiences that help photographers connect, grow and build their careers. Through initiatives like the "Make It With VSCO" campaign, employees get to support a global creative community, shape meaningful real-world experiences and contribute to a platform designed by — and for... [more](#)

In the age of AI, the [Dead Internet Theory](#) and [more bots than users](#), it's not surprising that people — especially creative people — are craving experiences in the real world.

Just ask Ashley Robinson.

As a Senior Manager of Community and Events at VSCO, a community-driven platform for photographers, her role of helping creatives connect to their craft and one another in-person has never felt more important.

"From witnessing creative connections forming in real time to amplifying success stories that empower the next generation of influential photographers, the impact of VSCO and our mission has never been clearer," Robinson said.

Why VSCO Launched the "Make It With VSCO" Campaign in a Digital-First Era

What does VSCO do?

VSCO, the Visual Supply Company, is a platform that equips photographers with tools, community and exposure to expand creatively and professionally.

To that end, she and her team are currently running a campaign titled, "[Make it with VSCO](#)," which takes the artistic vision of the platform and combines it with community activation events, all centered on the idea that all photographers — no matter their unique style or creative process — can find support and empowerment through both VSCO's tools as well as its wide creative community.

Built In spoke with Robinson to learn more about the campaign and how VSCO bridges the gap between digital and physical creative work.



Ashley Robinson
Senior Manager of Community and Events • [VSCO](#)

How Ashley Robinson Builds Real-World Creative Experiences for Photographers

Describe your role at VSCO.

I am the Senior Manager of Community and Events, supporting our broader marketing team. I lead the team driving organic awareness and advocacy for [VSCO](#) across social media, events and creator collaborations. In my role, I'm creating experiences in real life (IRL) for the photographers to connect more deeply to their craft, the brand and the creative community.

What the "Make It With VSCO" Campaign Includes — and Why It Matters

What is the campaign or community activation you wish to highlight, and why is it important to your company?

"[Make it with VSCO](#)" is an integrated marketing campaign combining in-person and online activations that celebrate the myriad of ways photographers find success. From discovering their distinct vision with our iconic presets to getting hired off the platform, VSCO is where photographers turn pro. This campaign is an extension of the company's commitment to support photographers throughout their creative process.

What is the "Make It With VSCO" campaign?

In October, VSCO launched a marketing campaign that highlights the many ways photographers are "making it" amid of AI, rapid technology change and a relentless demand for content. The launch includes events and product updates like [VSCO Canvas](#), [Workspace](#) and an [AI editing lab](#).

How VSCO Blends Digital Tools With In-Person Creative Community

Provide an overview of the campaign, including the why, what, where, when and who.

Every photographer has their own way of making it. "Make It with VSCO" highlights photographers around the world that have found success on their own terms. This campaign reintroduces VSCO and honors its origin as a platform where photographers thrive with VSCO's tools, community, and opportunities for work. Through in-person events, billboards, wheatpasted posters and digital storytelling, we're highlighting inspiring creators in the VSCO community — starting with: [Joe Greer](#), [Tess Burris](#), [Teresa Freitas](#), [Cody Guillfoyle](#), [Deun Ivory](#) and [Simrah Farrukh](#).

VSCO PUTS CREATORS FIRST, INCLUDING THE ONES IN-HOUSE.

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How Community and Events Shape VSCO's Creator-First Culture

How does this work play a role in the culture at your organization?

As a creator-first company, community is always at the core of what we do. The products we build are informed by our creator community and designed with a clearly expressed need that supports them at different stages of their journey. Community-centered campaigns and events like 'Make it with VSCO' serve as opportunities to connect with and collaborate with photographers, to celebrate their work and put them front and center, which can be unusual for someone who is typically behind the lens.

Beyond the external campaign, our community at large informs all that we do internally. Featured photographer Tess Burris recently joined a companywide all-hands meeting to share her story and creative process. The team rallied together after hearing the needs of her photography business and quickly got her onboarded to one of our newest offerings, [VSCO Workspace](#), a CRM for creative professionals, to help manage clients.

Credit: VSCO



What Sets VSCO Apart in Supporting Creators Through Community and Events

What do you think sets your company apart when it comes to community and events for creators?

We center our purpose around our community. Whether it's highlighting work from our photographers around the world through exhibitions or creating meaningful experiences for connection, our approach to community and events is always grounded in the creator's needs, feedback and best interests.

How Leading Community and Events Has Shaped Robinson's Career

Has this work had a personal impact on you, your career growth?

Having been at VSCO for over six years, transitioning my role to drive this work forward has amplified success stories that empower the next generation of influential photographers, the impact of VSCO and our mission has never been clearer. I'm excited to continue growing alongside the business and our community.

Responses have been edited for length and clarity. Images provided by Shutterstock or listed companies.

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What is it like to work at VSCO?

VSCO is a creator-first company where community is at the core of everything, and of photographers.

How does VSCO support creators through its work culture?

VSCO centers creators' needs in both its product development and IRL experiences, celebrating their work.

What is the "Make It With VSCO" campaign, and why does it matter?

It's an integrated marketing campaign combining in-person and digital activations that showcase creative opportunities — especially important in an era where people crave more real-world connection.

How does community and events work influence VSCO's product direction?

VSCO builds its products based on feedback from the creator's needs across different stages of a photographer's journey.

Events team growth opportunities exist for employees on VSCO's community and events team?

Employees like Ashley Robinson experience development by leading impactful campaigns, creating real-world opportunities for growth and contributing to the mission that empowers the next generation of influential photographers — while growing alongside the business.

Credit: VSCO

How Community and Events Have Influenced VSCO's Evolution Over Time

How has community and events influenced the evolution of your company over time?

VSCO's investment in community and events has enabled the team to connect more directly with our creators and the broader photography community, which is essential for our product and engineering team as they build technology solutions to address creators' needs. As a result, there's more meaningful and strategic decision making across the organization.

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