

## The Assignment: Photographer Website

I wrote website copy for a photographer expanding her successful wedding and portrait business to include corporate clients.

### Home

We are professional event and portrait photographers who specialize in capturing genuine moments with artistic skill.

### About

Since 1994, Kollmer Photography has been capturing memories for corporations and brides, nonprofits and parents. With a fresh, engaging tone, our journalistic style brings out the best in portraits or special events.

### Bio

Joy Kollmer has been fascinated by art and cameras since she was a little girl in the 70s. After studying photography at Ohio State's College of the Arts, she pursued fine-art printmaking and learned the ropes of operating a business assisting at local commercial and high-fashion studios. Her photos have appeared in Marie Claire and The Knot. When she's not behind the lens, she and her husband keep busy chasing after their bubbly one-year-old, Hope.

### Weddings

Your wedding photographs are an expression of who you are. We combine photojournalistic technique with an artistic eye to capture the genuine emotion, spontaneity and beauty of your celebration. You've put your heart into planning this day, and we'll discover authentic images that tell the story of your wedding, fine art prints that look beautiful on your wall now and will spark memories for years to come.

### Corporate

With over a decade in the field, we've built a reputation for reliability and quality. Our professional and personable approach blends photojournalism and artistic style, capturing the atmosphere of the event you worked so hard to create. We have staff to cover multiple events, and work with you to get the quality coverage you're looking for. If you need corporate portraits or executive headshots, we'll bring our studio to you. Our portraits reflect your personality with professionalism.

### Portraits

Some occasions call for more than a snapshot. Whether you're celebrating your first birthday or your 47th anniversary, a good portrait lets your personality shine through, cultivating memories of a special time. With our unstuffy, creative approach, we specialize in portraits that are a genuine, artistic reflection of your character. What do you want to remember? Portrait-worthy milestones are as unique as the people who choose them: engagements, new homes, dance recitals, pets, graduations, family reunions, a blooming garden and baby's first teeth.