

SPOTLIGHT – A Day in the Life of a Photographer

Jordan Wise – Owner, Jordan Wise & Co.



As featured in Forbes, CNN, Food & Wine, Worlds 50 best, New York Times, Washington Post, San Francisco Chronicle, San Francisco Weekly and more, we are thrilled to put the spotlight on Jordan Wise who is also getting ready to welcome her first baby. She is a remarkably busy lady, running her own Creative Marketing and Photography business based in the Tampa Bay metropolitan area in Florida.

Jordan grew up in Raleigh, North Carolina. She was in high school when she developed an interest in photography and took classes in film photography. Though she had access to digital cameras, she also learned how to operate a film camera, plus all the elements of developing pictures on photo paper in a dark room. She took a New York Institute of Photography correspondence course and, not knowing if

she wanted to be a chef or a photographer, also went to culinary school. Her niche, naturally, became culinary photography.

Specializing in photography for restaurants and hotels, Jordan travels all over the country for her shoots and some of her **high-profile** clients include Airbnb, American Express, Delta, Penguin Random House, Resy, Relais et Chateaux, Crenn Dining Group, Ducasse Hospitalite, Michael Mina, and many other hotels and restaurants.

In her daily work life, Jordan spends most of her time editing or post processing, which is the work done after a photo shoot to select the best pictures (called “**selects**”) for the client and then editing each individually to adjust the exposure, contrast, and colors to fit what the client is expecting.

After editing and post processing, the shoot itself takes up a large chunk of time for Jordan. As her clients are all over the country, she needs to drive or fly to the location, make sure she has all the right equipment and everything organized, set up the shoot, and then usually do a full day of shooting.



Marketing and client **procurement** is another big focus for Jordan and her goal is to continue adding to her client base, so her name, services and business are continually recognized by more people.

One thing Jordan was surprised to learn about a career in photography is how much administrative work photographers need to do, not only in the detailed photo editing process, but running a business and invoicing her clients.

She also mentioned the amount of competition in the field of photography. Clearly, it can be deflating and frustrating to lose a job to someone that has little photography experience. These days, anyone can get a small digital camera or smart phone and call themselves a photographer.

The competition aspect would not have stopped Jordan from getting into photography, but she has found she does need to find creative ways to beat out her competition to book quality, well-paying jobs. She is continually striving to build up solid relationships with her clients so they know they will get nothing less than superb, high-quality photos when they hire her.

- Here are a few tips from Jordan for anyone interested in diving into a career in photography:
 - Study is important, but practice is more important. Many times, a photographer is not hired because of what they know about photography, or even how technical they are, but for the fact they have a **creative eye** and can capture an interesting story in a single picture.
 - Find your voice and find a niche. In practicing, you will learn what you are good at and what you like. It might be weddings, sports, fashion or portraits, or something else. Once you find your specialty, focus on being the best you can be in that one area, and then expand on that to other, related areas.
 - You will know you have found your niche when you LOVE the pictures yourself, when you are proud of them and are certain they tell the stories you want to tell.
 - Marketing is important. You need to always tell people about yourself and your work, so you build up your contacts and get more referrals.
 - Keep persisting if photography is something you want to do. There will be times when it seems difficult or hard to do but find a way to make it go right. Never give up on yourself and your dreams!

Thank you, Jordan for inspiring us with your success! As Jordan focuses on her growing family, we wish her the greatest success with her wonderfully creative culinary photography and marketing business. Check out Jordan at her website at [Tampa Digital Marketing Agency \(jordanwise.co\)](http://Tampa Digital Marketing Agency (jordanwise.co)) and on other social media.

