

# LANKA

To Whom it May Concern:

I have had my own photography business for 30 years. I have been doing commercial freelance photography in Michigan, Indiana, Illinois and Ohio, with 20 years at Western Michigan University. As Western Michigan University's primary and only photographer for the past 20 years, my experience is a perfect match for any Communications-Marketing Department.

My career started in commercial photography I worked on a variety of photo shoots and learned from the best photographers and art directors in the industry. I have traveled from remote field locations, in the laboratory, the studio, the boardroom and in the classroom. I have covered events from the developmental stages of The School of Medicine to hiring a new president and being on the field when WMU won the MAC championship..

In higher education you have to "specialize in everything," and be ready for anything while telling visual stories or creating eye catching photos, and always be in the right place to catch the pinnacle moment at any event. I've shot a macro photo of a bug, shot a portrait on a backdrop and been up to my knees in a swamp, all within the same afternoon.

In the last 20 years I have strengthened my skills in editing and organizing photos while creating the first digital photo database at Western Michigan University. I have worked on, and deliver projects in coordination with all departments across campus. I frequently meet with designers, Deans, art directors and faculty members to explore and execute ideas that show a positive identity for the college through my photography. Most often I am given a schedule and I work alone. I have built that kind of trust over my career. I have shot video, directed video projects or been on set to collaborate and shoot stills. When my schedule allows, I am on campus looking for the best scenic photo opportunities I can capture. I started posting photos on social media during commencement, it was a huge hit with graduates and their families. I also started slide shows or visual stories about the department put to music before their meetings or ceremonies.

With my easy going disposition, I easily make great relationships with staff and faculty along with my humble and creative approach, it lets everyone open up and show the passion of their work—in the classroom or in the lab. Working in higher education has been the highlight of my career. After two decades of experience, I am highly confident, I am always prepared. I am ready at every opportunity to make people feel relaxed in order to capture their best self. All of this is easy when you love what you do. I feel I can be a great addition. Please check out my website [www.lankaphoto.net](http://www.lankaphoto.net). I would love the opportunity to speak with you.

Warm Regards,

Mike Lanka

