PILLAR VISUALS
info@pillarvisuals.com
www.pillarvisuals.com

CAPABILITY STATEMENT








CORE COMPETENCIES

I'm a commercial photographer driven by precision, creativity, and brand storytelling. Specializing in commercial, advertising, and events photography, I help brands communicate their identity through compelling visuals that connect **and** convert.

- Corporate Headshot Photography
- Commercial photography for offices, service providers, and nonprofit organizations
- Pre-shoot strategy consulting
- B-roll video footage and behind-the-scenes content capture
- 2-year commercial usage licensing for web, marketing, and advertising use

PAST PERFORMANCE

- Saratoga Performing Arts Center (SPAC), Corporate Event Coverage
  Kristy Ventre, VP of Communications - kventre@spac.org

- Shutterstock, National Ad Campaign for Quill (Staples), Licensed Commercial Imagery
  Gabriel Wilson, Supervising Producer - gwilson@shutterstock.com

- SMRT Architects & Engineers, Headshot & Commercial Photography
  Kiah Wagner, Creative Manager - kwagner@smrtinc.com

DIFFERENTIATORS

- Strategic, storyline-based shot lists tied directly to marketing and business goals.
- SEO-optimized image delivery with keyword-rich filenames, metadata, and titles.
- Headshots chosen on-site, so your staff actually love their images.
- Client portal with post-delivery usage guidance for website, social, and campaigns.

COMPANY DATA

- Certification: NYS Woman-Owned Business Enterprise (WBE/MWBE), #75610
- NAICS: 541922 (Commercial Photography Services)
- Service Area: New York State
- Point of Contact: Becca Pusatere, Owner

NAICS CODE 541922 - COMMERCIAL PHOTOGRAPHY