

CS204 Featured Professional

Tammy Wolfe

Name: Tammy Wolfe

Profession / Educational Background: Certified Professional Photographer,
Bachelor of Science in Education, Masters in Photography via
Professional Photographers of America

1. Tell us a little about yourself. (An overview of you professionally.)

I am a professional photographer and owner of a photography business.

2. What professional skills/abilities helped you to get your job?

People skills, artistic ability, technical skills, communication skills

3. What professional skills do you use every day on the job?

Marketing, sales, graphic design, bookkeeping, communication skills

4. What type of communication skills do you use on a daily basis for your job?

Sales, directing clients in photography sessions, phone skills

5. What advice would you give a new professional in your field for communicating effectively in a work environment with colleagues of diverse ethnicities, groups, and personalities?

Be honest, adapt to the personality of the person you are talking to, i.e. be serious when they are serious, be funny when they are funny, be direct when they are direct, etc. Avoid discussing sensitive subjects or getting too personal, keep your conversation professional at all times. Always talk to people with respect.

6. Describe how you collaborate with others in your workplace internally and externally.

Listen to others' ideas, feed off of others' creativity, inspire and be inspired by the talent around you.

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- 7. What are the three most important characteristics you must have to be successful in your profession?**
Honesty, respect and flexibility in personality.
- 8. How do you maintain your professional presence and marketability in order to remain competitive in your field?**
Study other successful business models, talk to your clients and listen to what they want and don't want, keep on top of the latest technology.
- 9. Have you benefited professionally from social networking? Please explain.**
Yes. I have learned about successful marketing techniques and problem solving strategies from the experiences of others.
- 10. What are your long term career goals? What steps are you currently taking in order to achieve your goals?**
I am increasing my production, marketing, web presence and physical presence.
- 11. Anything else you would like to share? Pay attention to social trends and the trends of your industry.**
Know when to change directions. Seek counsel from other professionals with more experience.