

EROL REYAL

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PROFESSIONAL EXPERIENCE

THE MILWAUKEE JOURNAL/SENTINEL 2002-2007

HEAD PHOTOGRAPHER FOR ADVERTISING

Studio and on-location photography for advertising and special sections

SPECIAL ASSIGNMENT PHOTOGRAPHER 2001-2002

Photo documentation of Arts & Entertainment events, Lifestyle features news stories, and Marquette college basketball.

PHOTOGRAPHIC CONTRIBUTOR FOR THE NEW YORK TIMES 1995-Present

National and International Assignments

PHOTOGRAPHIC INDEPENDENT CONTRACTOR FOR THE ASSOCIATED PRESS 2005-Present

EROL PHOTOGRAPHY 1984 to present

PROPRIETOR AND PHOTOGRAPHER OF A FULL-SERVICE PHOTOGRAPHIC STUDIO

Services include:

•Personal and Executive Portraiture

•**PhotoJournalism:** Published work in *The New York Times*, *The Boston Globe*, *The Baltimore Sun*, *The Milwaukee Journal*, *The Milwaukee Journal/Sentinel*, *Die Welt* (Berlin, Germany), *Associated Press*

•**Organized** 50 photographers for published book "*The Big Click: Photographing Wisconsin*"

•**Architectural and Interior Design Photography** utilizing digital, 35mm, medium and large-format cameras used in brochures, advertising, competitions, client portfolios, magazines, and slide/power point presentations.

•**Commercial Photography** for catalogs, annual reports, conference coverage, special events and advertising.

•**Health and Medical:** Photographing facilities, clinics, equipment, instructional needs, medical staff and administrators, seminars and conferences, hospice and childcare facilities, documentation of surgical procedures.

•**Public Relations and Events:** Entertainment and political event coverage

•**Travel:** Assignments throughout Europe, the Caribbean, Turkey and the USA. Published work in *European Waterways*, *Sobek Mountain Travel*, *Villas International*, and travel sections in national newspapers.

CILENTO/LIFETOUCH STUDIOS 1980 to 1984

MANAGER AND HEAD PHOTOGRAPHER IN MILWAUKEE AND MADISON

Portraiture including families, elementary and secondary school services, seniors, weddings, executives and fashion photography. Duties included sales and service (to schools) training and hiring of personnel, marketing and promotions.

EXPERTISE

•CAMERAS & LIGHTING

Nikon & Canon Digital and Film Cameras
35MM and Lenses
Medium and Large Format Cameras
Studio and On-location Power Packs and Strobes

•COMPUTER SKILLS

MacOS 10
Power Book Mac
Photoshop CS
Pre Press

•SELF STARTER

•ACCOMPLISH GOALS EFFICIENTLY WITHIN DEADLINES

•WORK WELL UNDER PRESSURE AND WITHIN A TEAM

•EXCELLENT COMMUNICATION SKILLS WITH DIVERSE GROUPS

SELECTED CLIENTS

Children's Hospital	IBM
GE Medical	Miller Brewing Company
Ministry Health Network	McDonald's Corporation
United Way	Interhomes of Germany
St. Joseph's Hospital	Creative Business Interiors
Columbia St. Mary's Hospital	Ron Sontag PR Agency
Thompson Memorial Hospital	Hoffman York Ad Agency
St Luke's Hospital	Milwaukee Business Journal
Evolution Spine Center	Inland Companies
Milwaukee Heart Scan	Badger Home Builders
Medical Associates	Roundy's Supermarkets, Inc.
The New York Times	Image Makers Ad Agency
The Boston Globe	Bartelt Filo Builders/Designers
The Milwaukee Journal/Sentinel	James Craig Builders
Die Welt (Germany)	Eppstein Uhen Architects
The Baltimore Sun	Whitnall Summit Corporation
MTV/Nichelodeon	Mandel Group
Florentine Opera Company	Burke Properties
First Stage Theater	Kahler Slater Architects
Skylight Opera Company	Torke Wirth Pujara LTD
Milwaukee Opera Company	Siegel Gallager Properties
Carrol College	Lakeside Development
Marquette University	Associated Press
Sobek Mountain Travel	Pera Palas Hotel, Istanbul
European Waterways	Rainbow Hotels, Norway
Villas International	Jamaican Tourism Board
Adlon Hotel, Berlin Germany	Pfister Hotel
Wyndam Hotels	Wisconsin Tourism Board
Holiday Inn Hotels	Hyatt Regency Hotel

MEDICAL ADDENDUM

As a free lance photographer I have worked for Columbia St. Mary's Hospitals (*The Presidents and Foundations Annual Report*) producing portraits of physicians, surgical procedures, editorial content, doctors and employees working at clinics with patients both on and off campus.

For the Milwaukee Journal/Sentinel, I photograph for special medical sections (*Nurse of the Year, Medical Moment, Health Beat*), working with the writers, editors and graphic artists.

Specific experience working within the medical community includes:

- Children's Hospital:** Special events (ie; fundraising), physician's portraits, medical products in the studio.
- Milwaukee Heart Scan:** Photographing the Electron Beam Tomography Image Scanner performing a full body scan on a client . Working with the marketing director of the clinic, I provided photos for a web site, brochures, and staff portraits.
- St Luke's Hospital Sleep Disorder Center:** I Photographed a Polysomnographic technician monitoring a patient in a sleep study suite. This was published in the Milwaukee Journal/Sentinel.
- St Luke's Medical Center/Milwaukee:** Documentation of Dr. Robert Breger (Director of MRI) examining a patient on the GE Medical Systems Open High-Field Imaging Machine. Published in the New York Times.
- Columbia St. Mary's Hospital Van Dyke Haebler Center:** Documenting ultrasound diagnostic mammography procedures.
- Evolution Exercise and Spine Center:** Documenting a physical therapist working with patients on computerized spine

strengthening equipment and lumbar extension machines. Published in the Milwaukee Journal/Sentinel and used for web site and brochures.

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- Ministry Health Care:** Worked with ad agency Hoffman /York to create a new image campaign. This was an extensive assignment on location at hospitals within the network throughout Wisconsin. Images reflect staff professionalism and emotional involvement with patients.
- Marshfield Clinic:** Assignment included photographing administrators, board members, groups of staff members, the child care facility, the rehab center, the children's cancer care unit, the emergency and hospice areas, various clinics, the research facility and the chapel.
- St Joseph's Hospital:** Advertising and brochure photography of medical staff interacting with patients from administration to final discharge.
- Thompson Memorial Hospital (California):** Advertising and brochure photography of staff and administration, facilities.
- Milwaukee Center for Independence:** Photographed for the annual reports, newsletters, special events, mental health and therapeutic services for developmentally disabled individuals, senior day care and brochures.
- Dr. Mansoor Karamooz (Los Angeles):** Photographed in surgical suite documenting the reconstruction of the bladder for instructional purposes.
- Dr. Vickie Hufnagel (Los Angeles):** Photographed in the surgical suite documenting the removal of uterine fibroids and the reconstruction of the uterus utilizing laser technology. Additionally, clinic procedures and portraiture for brochures.

ARCHITECTURAL ADDENDUM

As a free lance photographer I have worked extensively with architects, builders, interior designers, and developers photographing both commercial and residential properties. My photography has also represented many villas and hotels internationally.

Design Awards earned utilizing my Architectural Photography:

University of Wisconsin Milwaukee School of Architecture and Urban Planning:

- Merit Award, American Institute of Architects Wisconsin; 1994
- Northern Region Concrete Design Award: Wisconsin Ready Mixed Concrete Association; 1994

East Pointe Marketplace:

- Award for Excellence, Urban Land Institute; 1999
- Best Mixed-Use Development: National Association of Home Builders; 2000

Time Warner Cable

- Gold Award; American society of Interior Designers Wisconsin Chapter; 2002

Hanson Dodge

- AIA Wisconsin Special Mention Award; 2004

Bartlet Filo Design

- Chrysalis* Special Award; Residential Historic Renovation; 2002
- Chrysalis Special Award; Best Finished Basement; 2003
- Chrysalis Special Award; Best Basement; 2005
- Chrysalis awards honor talent, creativity and professionalism within the remodeling industry.

Peabody Interiors

- ASID (American Society of Interior Design) National Design Award for Specialty Lower Level; 2002
- ASID National Design Award for Partial Remodel; 2003

CORPORATE ADDENDUM

- **Miller Brewing Company:** Photographing Annual Reports, Portraiture of CEO and Directors, Product and Brand Imaging, Special Events, Employee Functions, Entertainment, Conventions, Press Releases
- **GE Medical:** Employee Training Seminars, Portraiture, Architectural Photography, Special Events, Product Imaging, World Report
- **McDonald's Corporation:** Portraiture, Advertising, Employee Training.
- **European Waterways:** On location Food Photography, Interiors of floating Luxury Barges, Lifestyle and Travel.
- **Interhomes of Germany:** Interior and Exterior Photography of New Housing in Bremen, Hannover, Berlin, & Frankfurt, Germany; Landscape, Lifestyle for Brochures and Sales Presentations.
- **Hyatt Regency Hotel:** Architectural, Events, Staff Portraiture, Sales Brochures and Power Point Presentations.
- **Image Makers Advertising Agency:** Lifestyle, Tabletop Product, Architectural, Special Events, Annual Reports
- **Florentine Opera Company:** Annual Reports, Gala Events, Fund Raisers, and Performances of Jose Carreras, Luciano Pavarotti.
- **Carrol College :** Student Life for Brochures, Portraits, Architectural.
- **Whitnall Summit Corporation:** Interior and Exterior Architectural Photography; Annual Reports, Newsletters, Press Releases, Sales Presentations, Web-site.
- **Roundy's Inc.** Table Top/ Food, Working Environment, Openings/Events, Advertising, Architectural.

