

# Laurelyn Harrig

## Owner, Commercial Photographer and Director/DP

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### Company Overview:

Milwaukee-based boutique production agency with 16 years of professional experience, providing commercial photography and cinematography for businesses, institutions, public entities, and nonprofit organizations. Member of [Professional Photographers Association \(PPA\)](#), [American Society of Media Photographers \(ASMP\)](#), and [American Photographic Artists \(APA\)](#).

### Core Competencies:

- **Photography:** Commercial, editorial, architectural/interior, event/conference, hospitality, portrait photography and headshot photography
- **Cinematography:** HD video production, testimonial videos, interviews, aerial/drone, highlight films, corporate event/conference highlight films
- **Production Services:** Pre-production (scripting, storyboarding, talent sourcing, location scouting), production (lighting, audio recording, camera operation, and drone operation by a licensed subcontractor), and post-production (editing, color grading, audio mixing)

### Differentiators:

Ability to build a right-sized production team, both lean and large-scale. Specialize in full-service production from concept and pre-production, all the way through editing and post-production.

### Past Projects and Clients:

**Agropur** - I partnered with this global leader in the dairy manufacturing industry to capture their safe, sustainable operations for their Environmental, Social and Governance (ESG) Reporting.

**Pretzilla** - The team and I documented their product process from start to finish in their Milwaukee production facility, including the final packaging and shipping-ready products.

**Wisco Hotel Group** - Captured multiple renovated properties their property portfolio.

**Historic Third Ward Association** - Cinematography for a website sizzle reel, plus coverage of events such as an annual fundraising dinner with James Beard-nominated chefs and holiday shopping campaign.

**Milwaukee Public Market + Project for Public Spaces** - Photography and cinematography for the 2025 International Public Markets Conference, resulting in still images and a highlight film.

**Various Interior Designers** - Finished project photography and cinematography for multiple interior design firms, with project locations all over Southeast Wisconsin and Northern Illinois.

**Bader Philanthropies** - Multiple photography and cinematography projects during an annual contract since 2025, including multiple grantee photoshoots and Bader Leadership Institute Summit conference photography and cinematography.

### Certifications:

Woman-Owned Business Enterprise (WBE), State of Wisconsin

Certified vendor with MMSD, Vendor #21743504

### NAICS Codes:

541922 - Commercial Photography

512110 - Motion Picture and Video Production