“I've worked with Charlie Cotugno for almost twenty years on a variety of photography projects including corporate headshots, annual reports, marketing, and commercial imaging. Charlie has a great eye, is a professional in every respect, meets deadlines and always strives to exceed client expectations. He takes great pride in his work. I would recommend him HIGHLY.”

Tami Vileta-Wells, President/Creative Director, Pinpoint Strategic Communications
What Do Your Team’s Headshots Say About Your Organization?

When it comes to their key personnel, most organizations don’t think investing in professional headshots is a good use of their budget. Instead, they ask team members to provide their own images to be used on their “About” pages and in their marketing materials. What they get are typically snapshots, selfies, or vacation photos. These poor-quality images are what most businesses are placing on websites in which they’ve invested a significant amount of budget to represent their businesses. Additionally, these “snapshots” are also being used on people’s personal LinkedIn profiles and other professional online groups where they are representing the organizations they work for.

Does this sound like your organization?

There are many benefits to featuring your leadership and key personnel with professionally created and consistent looking headshots. Professional images are exponentially more effective in making a positive impression on your target market. They show your team as a unified organization. They demonstrate attention to detail and more accurately reflect your brand. They instill trust in your audience and drive a larger percentage of them them to contact you. And they create a sense of confidence in your people when they know you’ve invested in their success. That confidence leads to better performance, improved teamwork, and increased revenue for your organization.

There is no downside to representing your team with professional headshots. And that’s what Charles Cotugno Photography has specialized in providing to thousands of subjects for more than twenty years. Please contact us for more information about our in-studio and on-site headshot services.

Charlie Cotugno, Owner/Principal Photographer, Charles Cotugno Photography
“I decided on Charlie to take our company’s professional photos for our new site launch, and I am so glad that we did! He was extremely flexible, understanding, patient, and personable. We requested for him to be onsite, and he was punctual and very thorough with communicating his process and allowing our group to take as much or as little time as possible. Never made folks feel rushed or asking too much and provided helpful suggestions to how to make them look their best in their photo. Charlie aided everyone’s discomfort with his suggestions and guidance without being overbearing on the subject.

“I would highly recommend Charlie to companies of all different capacities. The photos were taken swiftly and returned to us fully retouched and sized appropriately within five days. Thanks again for making this such a low stress process for us, Charlie!”

– Seanelle Cabanos, Hudson Bay Insulation

Contact Charles Cotugno Photography
We’ll Take Care Of The “Dirty” Work!

We know how busy you already are and organizing your team’s headshots can take away from your most important tasks. We do more than just show up to create the images; we take over the entire process, so you don’t have to expend any extra resource time.

- **Preparation:** We’ll provide you with all the preliminary and preparation information. All you need to do is forward it to your team’s email alias. We can handle most questions directly.

- **Scheduling:** For larger organizations, we’ll setup and host an online calendar for your team members to select their headshot time, including the ability to reschedule.

- **Image Selection:** Each team member will be guided through the image selection process at the end of their session. You don’t have to worry about hunting people down to get their selections and forwarding them to us.

- **Image Delivery:** Within ten business days, you will be provided with a link to access and download your finished images.

Contact Charles Cotugno Photography
Preparing Your Team For Their Headshots

Most people are both excited and nervous about having their headshot created. We go the extra mile to provide your team members with everything they need to know to get ready for their new headshot.

Some of the guidelines we provide include:
• What to wear – and not wear – to look their best.
• Makeup application
• Hairstyles
• Expression
• Any of your organization’s style or other requirements

Contact Charles Cotugno Photography
Add A Hair & Makeup Artist!

Our clients are happiest with their results when they use one of our professional makeup and hair artists. Subjects arrive with their normal makeup applied and their hair styled and our stylists will spend ten to fifteen minutes with each refreshing both to make sure they look their best in front of the camera. For larger organizations we can provide multiple artists.

**Pricing**

- $100/hour per stylist
- Minimum Charge: Three hours per stylist

Contact Charles Cotugno Photography
Our Lighting

Lighting is the most important element of any image and Charles Cotugno Photography uses the most modern state of the art lighting techniques to bring out the best in your subjects. Our lighting is designed to properly illuminate the face, ensure highlights aren’t “blown out”, reduce the impact of lines and, most importantly, make sure each subject’s eyes are properly illuminated.

Contact Charles Cotugno Photography
Expression Coaching

The expression in people’s headshots need to reveal two things; their confidence and approachability. Most photographers will put you in front of the lights and just tell them to smile. They’re left standing there feeling awkward and unsure of themselves. And it shows in the results.

That doesn’t cut it for us. Or your business.

We coach each of your team members through a variety of easy techniques to ensure they project themselves as confident, approachable, and knowledgeable professionals. We know that just a slight tilt of the head or how wide the eyes are opened can completely change the way people think of you and your business. All that and more are considered to make sure your team’s headshots will deliver the right message to your market.

Contact Charles Cotugno Photography
New Hire Program

Keeping a consistent look across all your team members is an important element in your branding. That’s why Charles Cotugno Photography offers our New Hire Program.

At your initial headshot event, all facets of your setup are documented; lighting design, light levels, background color, etc. When you bring on a new team member, just contact us to schedule a time at our Seattle studio and we’ll reserve a time for a discounted individual session.

For organizations consistently hiring, contact us to schedule monthly or quarterly headshot events at your location.
“Charlie is a consummate professional who is passionate about his craft. He's personable and eager to please his clients. I'm very happy with my photos and highly recommend him to anyone looking for professional headshots and more.”

- Ron Higgs
Retouching
Each subject will receive one retouched image. The purpose of retouching is to enhance each headshot, not to distort or leave someone unrecognizable. For that reason, we use a “leave no trace” approach. Blemishes and temporary marks will be removed. Lines and bags under the eyes are appropriately reduced. Excessive stray hair is removed, and minor modifications can be made to clothing.
Standard Pricing

Location Fee: $500
Price Per Retouched Image: $175*

*Pricing may vary due to the number of people to be photographed, additional requirements, location, and other factors. Please contact us for a custom estimate.

Includes:

- Online Scheduling
- ~10 Minutes Per Subject
- On-Site Image Selection
- Professional Retouching
- Gray or White Background
- High Resolution JPEG Files
- LinkedIn Sized JPEG Files
- Company Usage
- New Hire Program

Contact Charles Cotugno Photography
Frequently Asked Questions

Do you create the headshots in your studio or on location?
We can do either. However, keep in mind that creating the images at your site is generally the most effective use of your resources time, eliminating the need for travel and other stops along the way.

How long is each subject’s session?
Generally, ten minutes per subject works well. It gives each subject a few minutes to get used to being in front of the camera and create a more natural image. We can accommodate longer or shorter session times if necessary.

Is there a limit to how many images you create?
We will capture as many images as feasible in the session time allotted for each subject.

How do we select our images?
We will guide each subject through the selection process immediately after their images are created.

How long before I receive my retouched files?
Turnaround time is typically within two weeks of your session. Rush service is available.

Can we have the unretouched images?
For quality control, we do not release images that have not gone through the retouching process.

What forms of payment do you accept?
We accept wire transfers, checks payable to Charles Cotugno Photography and all major credit cards.

Contact Charles Cotugno Photography
About Charlie Cotugno

Charlie’s background has encompassed both the art and business worlds on both coasts and abroad. Raised in Boston, Charlie has worked as a musician, performance artist, and photographer in New York City, London, and Los Angeles. He also spent twenty years at Microsoft in Redmond, WA in a variety of roles including engineer, project manager, service manager, and team manager. In 1999, he opened Charles Cotugno Photography with a focus on creating images that bring increased success to both organizations and individuals.

Contact:

Charles Cotugno Photography
Seattle, WA
ccHeadshots.com
Charlie@ccHeadshots.com
425.501.9725

*PS: We also create images for annual reports, websites, marketing campaigns, and more. Please contact us for more details and information.*

Follow Charles Cotugno Photography/@CotugnoPhoto