

# FAQ

## What does a Creative Director do?

I handle concept creation, visual direction, styling, and the overall execution of the creative vision. Whether it's a personal shoot, portfolio growth, or branded content, I lead the full creative process from idea to final visual.

## What services do you offer?

I offer creative direction for portfolio development (models + photographers), birthdays, maternity, graduations, and other life events. I also work with brands, magazines, and companies on visual marketing. My services can include styling, posing direction, concept development, moodboard creation, and connecting you with photographers, studios, and teams depending on the tier.

## How do I know which package is right for me?

My site includes a guided quiz that helps you identify which tier best fits your needs based on involvement, team requirements, and creative direction level.

## Do you handle video concepts too?

Yes — I can creative-direct video concepts including promotional content and music videos.

## Where are you located, and do you travel?

I'm based in South Florida, with availability in New York. I'm open to traveling for projects (travel fees apply when necessary).

## What happens after I fill out the booking quiz?

You'll be shown the tier that fits your needs. From there, you submit an inquiry and I'll reach out for a consultation to finalize the direction and next steps.

## How do deposits and pricing work?

Since every project has different needs (photographers, studios, styling, location fees, props, etc.), I cannot give an exact final price until after the consultation.

Here is how the process works:

1. **Consultation → Estimated Price Range**

I'll give you a *clear estimated range* based on the scope of your shoot.

2. **Deposit → Moodboard Creation**

Each tier has its own deposit amount.

This deposit covers my time creating your customized moodboard and reserving your spot in my creative schedule.

3. **Moodboard Review → Final Price**

Once the moodboard direction is approved, I confirm your final price based on the exact needs of the project. All concepts are reviewed together before the final direction is locked in.

4. **Final Payment → Production Begins**

After final payment, I begin sourcing, booking, and preparing everything for your shoot. After your moodboard is approved and the photographer/studio costs are confirmed, you'll receive a final invoice.

### **What if I don't like my moodboard after paying the deposit?**

The deposit is non-refundable because it covers my creative time and concept development. However, during the consultation you will have already shared your vision and preferences — and you'll always get at least one revision round to ensure the moodboard aligns with you before anything moves forward.

### **What payment methods do you accept?**

Zelle and PayPal.

### **Do you find photographers, studios, or stylists for me?**

Yes — this applies to Tiers 2 and 3. Tier 1 is for clients who already have their own photographer or prefer a simpler direction.

### **What if I already have my own photographer or team?**

Perfect — I'm happy to collaborate with them and bring my creative vision into your existing team.

### **How can I book you as a model?**

If you're a model looking to grow your portfolio with my creative style, I offer pre-designed concepts and moodboards you can purchase.

These shoots are more cost-friendly since they give me full creative freedom and I handle most of the resourcing.

### **Do you do collaborations or trade-for-content?**

I only collaborate when the concept is mutually beneficial and creatively aligned.