

Mark F. Madere

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March 19, 2022

Position Title: Marketing Photographer
Cleveland Clinic Health System REQ #: 159709

Dear Human Resources Manager,

It is with great interest that I am responding to your position for a marketing photographer (REQ# 159709).

My skills and experience appear to be an excellent match to your requirements. Starting on page two of this cover letter; I have listed my experience as it relates to the requirements of this position from the Cleveland Clinic Health System website.

I have been a full-time photographer and image analyst for the Department of Ophthalmology at University Hospitals for 13 years. Although my primary duties have included ophthalmic photography and image analysis of the corneal endothelium; UH has hired me on a freelance basis to photograph a variety of events and activities at the hospital.

Please visit the following webpage with a special video I created for this position along with my hospital portfolio and letters of reference: www.SpectraLight360.com/Clinic

If you have questions or would like to schedule an interview, I can be reached at (440) 440-235-3450 or via e-mail at mark@spectralight.com.

Sincerely,



Mark Madere

Position Title: Marketing Photographer

REQ #: 159709

JOB RESPONSIBILITIES:

(Cleveland Clinic Health System website) Handles all aspects photography and videography for a wide variety of assignments, including group shots, studio illustrations, outdoor and architectural images, portrait photography and event coverage. Travels to a variety of locations, both on and off Cleveland Clinic property, to perform assignments. Photographs patients, surgical procedures, pathology specimens and covers for various clinical departments when necessary. Handles all aspects of video and digital photograph editing and production including the creation of slides, files and prints used in presentations, documentation, social media, websites and publications.

- Several years of experience in all aspects of hospital-oriented photography as seen here: www.SpectraLight.com/HospitalPortfolio
- Accustomed to travelling to different hospital locations as an ophthalmic photographer at UH and as a freelance commercial photographer for my studio.
- Produce high-quality images for a variety of electronic and physical publications and presentations.
- Early adopter of digital photography and videography; often teaching other photographers how to incorporate digital imaging into their own businesses.
- Stay on top of the latest trends and technologies to deliver captivating photography/videography.
- Enjoy teaching people how to take better pictures or videos in terms they'll understand.
- Managing/maintaining digital image files for over 20 years and have established a filing system that allows efficient tracking and retrieval of most files in seconds.
- Use LANs and Intranets on a daily basis to manage files and upgrades.
- Maintain and manage equipment repairs.
- Add metadata to files using Photoshop for easy image tracking and to help search engines find those images when people are looking for specific photos on the Internet.
- Manage equipment and supply inventory.
- Flexible to help out during periods of short staffing.
- Meet all physical requirements of the REQ for this position.
- Follow COVID-19 precautions and use PPE as required.