



WHITNEY WARNE

OWNER AND CHIEF
EMPOWERMENT OFFICER AT
IVORY HOUSE PHOTOGRAPHY

MISSION STATEMENT

I lead my business with these core values: **community, engagement, honesty, authenticity, confidence, and legacy**. When making decisions, I first ask - how will this benefit our community? Then - how may I convey my message in the most authentic, honest way? And, lastly, how may I inspire confidence while capturing my subject's legacy?

Ivory House Photography stands for more than outstanding service and incredible photos. I strive to inspire my clients and peers to achieve more, start new things, support others in their pursuits, and create change in our community.

BUSINESS GROWTH FROM 2016-2017

From year close of 2016 to 2017, Ivory House experienced **triple** gross revenues and a net profit increase of **400%**.

The business which started as a sole proprietorship in 2016, now has two part-time team members, several contract employees, additional photographers and interns.

Website impact: Ivory House experienced an 83.5% increase in website visits. The unique visitors and page views doubled.

Facebook: A 50% increase in followers.

Instagram: Post impressions have more than doubled - from about 400 impressions per post to 1,000 impressions.

PROFESSIONAL EXPERIENCE

Owner of Ivory House Photography
(2016-forever)

Roles include:

- Chief Empowerment Officer
- Chief Financial Officer
- Customer Service Specialist
- Marketing Strategist
- Volunteer Coordinator
- Production Coordinator
- Photographer

Adjunct Professor at Rochester Institute of Technology (2012-2015)

Adjunct Professor at RIT (2009-2011)

Studio Manager at Natalie Sinisgalli Photography (2012-2016)

EDUCATION

Master of Imaging Arts

Rochester Institute of Technology
(2009-2012)

Bachelors in Journalism and Bachelor of Fine Arts in Photography

(2005 to 2009)

CONTACT DETAILS

515-205-0106

www.ivoryhousephotography.com

hello@ivoryhousephotography.com

1300 Walnut St. Suite 104, DSM 50309

CHARITABLE GIVING

My business is founded on giving back to my community and encouraging others to do so. In the past year, I have donated over \$6,000 in services to local charities:

- \$2000 in silent auction items donated to: On With Life, Junior League of Des Moines, Blank Children's Hospital, Young Professional Connection, Variety, AHeinz 57 Pet Rescue and Transport, Young Variety, Count the Kicks
- \$1000 donated from September 2017 Family Session profits to Food Bank of Iowa.
- \$250 donation to Planned Parenthood for Valentines Day Mini Sessions
- Donated \$3000 in services and time to The Solidarity Foundation to create a 6 minute documentary highlighting the good work this foundation is doing in Latin American countries. This film is being use to seek more funding for the organization.

In addition to sharing my treasure, I shared my talent:

- 2017 Smoke Out Hunger Board member
- 2017 Ivory House Eliminates Litter campaign - I initiated a Facebook campaign that gave away an hour shoot for people picking up 1 big bag of litter. This campion landed me on the news and has lots of people referring to me as the litter girl!
- 2017 Empowerment Session Campaign - A Facebook campaign that encouraged people to nominate an impactful woman in their life to be recognized with an Empowerment Session
- Monthly Community Yoga at the studio - free to invitees to encourage connections in our community

COMMUNITY INVOLVEMENT

- Wednesdays with Whitney: a weekly Facebook Live segment elevating other small businesses and charitable institutions around the DSM community
- Junior League of Des Moines: Member Spotlight Coordinator
- FemCity Des Moines: Active Business Member
- Iowa Rivers Revival: Service Squad Member
- Des Moines Chamber of Commerce: Member and LEAP Series Attendee
- Young Professional Connection: Member and Host of Several Litter Elimination Meet Ups
- Art Noir: Member