

Kate Cashin

AUSTRALIAN HEADSHOT, BRANDING
& FAMILY PHOTOGRAPHER

MEDIA KIT



Hi. I'm Kate!

HEADSHOT, BRANDING & FAMILY PHOTOGRAPHER

I am a 43 year old single mum from Melbourne, Australia. I have two slightly wild young children, Piper and Oakley, and we love spending our spare time outdoors. At university I studied German, international politics, public policy and management. At 26 I pivoted and followed my childhood dream by joining Victoria Police. I spent 15 years in this profession, eight working general duties on the front line before working for seven years as a detective specialising in sexual offences and child abuse.

In early 2021, mid-pandemic, I took a leap of faith leaving policing to establish my own photography business. I have been able to transfer many of my policing skills and photograph a large number of extended families and families with members who have additional or special needs. I am passionate about being an accessible and inclusive business and utilise a child and baby led approach in my work.

In mid-2022, after my marriage ended, I diversified and began also offering headshot and branding photography so I could work weekdays, along with doing family sessions on weekends.





SPEAKING AND GUEST BLOGGING TOPICS



- ✓ Identifying transferable skills you can bring to your photography business.
- ✓ Niching beyond just your client type.
- ✓ Marketing what makes you and your business unique.
- ✓ Putting yourself and your beliefs and values front and centre of your marketing.
- ✓ Using a child and baby led approach in your family photography sessions.
- ✓ Working with families with additional and special needs.
- ✓ Strategies for in-person networking and community building.
- ✓ Why I don't care what my clients wear to sessions.
- ✓ Staying true to your style when it varies from what is on trend.
- ✓ Anything else you have seen on my website or blog.

AS SEEN IN



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Gazette



WHAT I CAN OFFER

In 2023, I am available as a guest blogger or podcast guest. This may be for publications or platforms focusing on photography, career transition, outdoor and nature play, small business ownership or anything else for which you think I may be a good fit or have something of interest to say.

WHAT YOU CAN EXPECT

In collaborating with other creators and creatives I am not seeking payment. I am looking for the opportunity to network, gain backlinks and improve my domain authority and online presence.

I am available in alignment with your local time zone and business hours, even if we are in different countries, continents or hemispheres.



GET IN TOUCH

If you are interested in speaking further or collaborating please reach out to me via email, my website or social media.

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 [@katecashinphotography](https://www.instagram.com/katecashinphotography)

Kate