

Photographer cover letter

Two sample letters, experienced and fresher. Keep the one closer to your situation, replace the text in [brackets] and every detail with your own.

SAMPLE LETTER: EXPERIENCED

Dear Hiring Manager,

Please consider my application for the Senior Photographer role in your in-house content team. I have six years of commercial experience, and I am drawn to [Organisation name] because your brand shows real customers in real homes rather than stock images.

At a content agency in Mumbai, I lead shoots for lifestyle, furniture and beauty clients. I plan call sheets, direct models and stylists, and manage a crew of three. For a home décor client, I shot a room-by-room campaign across eleven apartments in two weeks; the client reused those images across its website, print catalogue and store displays for a full season.

I also set up the agency's digital asset workflow, with tethered capture, a naming convention and cloud backups, so account teams can find approved images without calling me.

I work comfortably with brand guidelines, model release forms and usage rights, and I can shoot short video for reels when needed. My notice period is thirty days.

My portfolio is organised by client category, so you can see the work closest to your products first. Thank you for your time, and I would welcome a conversation.

Regards,
[Your name]

SAMPLE LETTER: FRESHER

Dear [Photographer's name],

I am writing to ask to be considered for the second shooter and photo assistant position with your wedding team. I have long admired how your studio covers rituals without interrupting families, and I would like to learn that approach from people who do it every season.

For the past eight months I have assisted a wedding photographer in Jaipur. I handled lighting setups, carried and cleaned gear, and shot candid coverage at fourteen weddings, including two long Rajasthani ceremonies that ran through the night. I also culled and did the first colour edit for about six thousand images in Lightroom, which the lead photographer then finalised.

Separately, I shot a personal series on artisans in the old city markets. Six of those images were displayed at a college photography exhibition, and a local handicraft cooperative now uses them in its catalogue with credit.

I own a full-frame body, a 35mm and an 85mm lens, and a speedlight. I can travel for destination weddings and am free for the entire coming season.

My online portfolio and a sample gallery of one full wedding are linked below. Thank you for looking at my work.

Regards,
[Your name]

BEFORE YOU SEND IT

- Link a portfolio filtered to the genre you are applying for. A wedding studio wants one complete wedding gallery, while a catalogue studio wants consistent product sets, not your best travel frames.
- List your kit briefly, such as bodies, lenses and lighting, because studios planning second shooters and assistants need to know what you bring. One line is enough.
- Never attach large RAW files or heavy image folders to the email. Share a web gallery or a compressed PDF under a few megabytes and keep the letter itself text only.
- Mention consent, model releases and usage rights if you have handled them. Brands and publications trust photographers who understand who may use an image and for how long.