

# **Julia Fay Murray**

**Julia Fay Photography, Owner + Lead Photographer**

**Age:** 26

## **WHERE WERE YOU BORN?**

Charlotte NC

## **HOW LONG HAVE YOU LIVED IN CHARLOTTE AREA?**

Five Years.

## **TELL US A LITTLE BIT MORE ABOUT YOU?**

I grew up about 45 minutes outside Charlotte. From as early as I can remember, my parents had a camera out. And that camera became the heart and soul of some of my favorite childhood memories - visual storytelling. Whenever I could get my hands on it, I was taking my own photos and making my own movies and documentaries. In college, when it came time to select a major course of study, I couldn't see myself pursuing anything other than creating with a camera. I started to study radio and television broadcasting - all while also refining my eye with my own camera - teaching myself photography. I started my photography business during my sophomore year, at 19 years old.

It's been seven years now, and I've only ever been my own boss.

Right out of college, I focused my business on capturing special occasions - from engagements to weddings to budding families; the more I photographed these events, the more I realized that people were always the focus - their personalities, their goals, their identities. Over the years, I shifted to personal branding and brand photography. Now, I offer visual strategy consulting services.

Regardless of the subject - whether it is a solopreneur, a budding start-up, a non-profit, or a corporate identity, my goal is always the same - partner with businesses and brands to get clear on their visual identity so, that they can stand out from the crowd and give themselves creative options for their marketing efforts.

This is not just about taking pretty pictures. It is strategizing, coaching, and seeing the bigger picture, quite literally. It is also human storytelling. Everyone's story is special. It is my job to help them tell that story. What is even more important to me is to inspire confidence. There is no better feeling than helping someone feel comfortable in front of the camera.

When I am not working or creating just for fun, I enjoy going to local comedy improv shows and the comedy zone! It takes me back to when I was in an improv troupe at Clemson University. Another passion of mine is playing guitar and singing on my back porch, sometimes taking requests on Instagram, and sometimes just playing for myself.

Making time for family and close friends in my life is also important to me. Like most entrepreneurs, my job keeps me in constant motion while I continue to grow; but making time for the relationships in my life is a priority. My favorite thing to do with friends is get out of town for the day. Maybe driving up to the Blue Ridge Mountains or down to Charleston.

**DURING YOUR TIME VOLUNTEERING FOR A COMMUNITY ACTIVITY OR PROJECT, WHAT IS YOUR MOST MEMORABLE MOMENT?**

A recent volunteering experience that meant a lot to me was an event for Share CLT's Giving Tuesday. My business partner and I helped Charlotte area nonprofits capture a new photo and craft a fresh message to tell their respective followers what they do and what they need from their community. For me, I loved being able to use my talents to support over 25+ nonprofit organizations who are making a difference in Charlotte.

**IN YOUR OPINION, HOW DO YOU CONTRIBUTE TO THE COMMUNITY? PLEASE BE AS DETAILED AS YOU CAN.**

I believe one of the best ways you can contribute to your community is by playing to your strengths and applying them however, whenever you can. I have an eye for photography and visual strategy, but I like to think that my underlying magic is bringing positivity to others and making them feel welcomed and comfortable. I think our community needs that now more than ever.

When I have the opportunity to work with someone new, it is important to me that they leave with not only beautiful, impactful photographs, but also a new level of joy - an excited, positive outlook on what's possible for their business and their life.

**PLEASE LET US KNOW ANY AWARDS OR RECOGNITIONS YOU'VE RECEIVED IN YOUR PROFESSIONAL CAREER:**

- Know Tribe Charlotte Chapter - spotlighting Female Entrepreneurs
- Hygge Coworking Zero Night Speaker
- Rising Tide Society Tuesdays Together Community Speaker
- Advent Coworking Triple Threat Panel

**WHAT ARE YOUR HOBBIES OR INTEREST?**

Photography, playing guitar + singing, traveling to new cities + countries, and scuba diving.

**WHAT IS YOUR FAVORITE QUOTE THAT YOU STAND BY?**

“Starting somewhere now is better than starting somewhere later.”

**WHERE DO YOU SEE YOURSELF IN 5 YEARS? 10 YEARS?**

In five years, I will be 31. I see myself working with people and brands that are still local to Charlotte NC, but also outside of North Carolina. As my clients start to grow their businesses nationally, I'm eager and excited to help them because I like to think of it like this: as they grow, I grow! In five years, I can see my team growing and my role shifting to mentoring and coaching other photographers on my team. I hope to still be growing, traveling, and starting to have a family of my own. Oh, and I'd like to be a better cook.

In ten years, I will be 36. I hope to have a beach house - maybe a cabin up in the mountains, too. I hope to be photographing people and businesses of all kinds. It would be really cool to have some international clients - and even more frequent flyer miles to see even more of the world!

**CAN YOU SHARE ONE THING THAT IS ON YOUR BUCKET LIST?**

Live in a different country for a month. (Contenders : Denmark, Australia, Italy)

**WHEN WAS THE LAST TIME YOU USED YOUR PASSPORT?**

December 2019, Quebec City!

**WHAT IS A FUN FACT ABOUT YOURSELF THAT NO ONE KNOWS?**

I went to a residential high school called the South Carolina Governor's School my last two years of high school and studied classical voice for 4-5 hours every day on top of regular schoolwork.

**WHO IS YOUR HERO?**

My grandmother, Jane Murray. She was a light to everyone she ever met. Leaving every person happier than when she found them.

**WHAT WAS THE LAST BOOK YOU READ?**

Outliers by Malcom Gladwell

**WHAT WAS THE LAST MOVIE YOU SAW?**

Jurassic Park

**WHAT WAS THE LAST CONCERT YOU SAW?**

The Avett Brothers at the Red Rocks Amphitheatre!

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