

MICHAEL EINREINHOF

COMMERCIAL PHOTOGRAPHER

Versatile photographer with over twenty years of expertise producing dynamic visual content for global brands. Proven track record of delivering high-impact corporate headshots, environmental portraits, architectural photography, and large-scale event coverage for Fortune 100 clients. Adept in both studio and on-location shooting, with strong skills in lighting, styling, and post-production.

PROFESSIONAL EXPERIENCE

Consumer Reports | Staff Photographer | Yonkers, NY | 2025 – Present

- Executing high-end product imagery, managing studio responsibilities and technical lighting setups for national magazine

Johnson & Johnson | New Brunswick, NJ | 2024 – Present

- Produced high-quality product imagery enhancing brand visibility across global catalogs.

Huntington Learning Center | Westwood, NJ | 2019 – Present

- Advertising photography and production stills used in national campaigns that reached 2M+ views.

Dannon Inc. | White Plains, NY | 2017 – Present

- Working closely with the creative team on national campaigns and product packaging.

Novartis Pharmaceutical | Florian Park, NJ | 2019-Present

- Produced product, event and advertising photography for international drug manufacturer.

Passaic County Division of Tourism | 2016 – Present

- Delivering corporate headshots, event, and architectural photography for regional marketing use.

KPMG | New York, NY, Montvale NJ & Short Hills, NJ | 2007 – Present

- Providing corporate headshots and event photography for global advertising and annual reports.

Sparks Marketing | New York, NY | 2021 – Present

- Product and architectural photography of high-end retail spaces including New Balance, T-Mobile & Pac-Sun.

VOLUNTEER EXPERIENCE

- Night to Shine: Volunteer Photographer providing portrait and event coverage for children with special needs (2017–Present).
- Ringwood Chamber of Commerce - Vice President & Board Member | 2017-Present
- TapRoot Foundation | Pro-bono photography and creative collaboration for various non-profits (2015–2018).
- Children's Soccer and Basketball Coach | Ringwood, NJ | 2013-Present

EARLY CAREER

- Commercial Photographer Assistant (2000–2007). Worked on national ad campaigns for major corporations including Aetna Insurance and Drakes Cakes.

973-650-7203

arclightimages.com

michael@arclightimages.com

42 Woodland Rd
Ringwood NJ 07456

Linkedin

SKILLS

- Use of Nikon and Canon digital cameras, Studio strobes, DJI drones, Foba camera stands and various modifiers
- Numerous lighting techniques for studio and on-location work
- Extensive retouching skills including masking, image rendering, compositing and AI manipulation
- Video production including lighting, sound, graphics and editing
- Tilt-shift and distortion control for architectural & product photography
- Image masking/ silhouetting for product, portrait and catalog photography
- Ghost mannequin and lay-flat techniques for apparel photography
- Foundation in product, interior and food styling as well as graphic design

SOFTWARE

Capture One
Adobe Photoshop
Adobe Lightroom
Adobe Premiere
Adobe InDesign
Davinci Resolve
MS Office
Google Suite
Mac and PC