



The headshot is your chance to be remembered.

More than just be identified, it is a chance to convey something about your personality, set you apart, represent your brand.

This type of personal branding is perfect for business executives, lawyers, real estate agents, creatives, authors, actors, musicians, designers, artists, and even your online dating profile.



My name is Rohina Hoffman and I'm an award-winning, published fine art portrait photographer located in Los Angeles, CA.

I want to elevate your headshot experience and take it from something "you have to do" perhaps causing anxiety, to something fun and relaxing, and even truly enjoyable.

I deliver photos that help you get seen, stand out, and show you in the best light possible while still looking like you.

What do you want your images to say about you?

I spend a lot of time making sure you are comfortable.
How you express and project your energy and emotions will ultimately
take the headshot from the ordinary photo to the extraordinary.





“

I really enjoyed working with Rohina.
I found the overall experience to be easy and fun.
I'm very pleased with the outcome and would
highly recommend her. In fact, I already have!

”

COLLEEN V.













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Rohina was a joy to work with. She asked a lot of questions upfront to ensure that I would be happy with the end result. The shoot was really fun. She made some great suggestions so we could get the best photos. I'm thrilled with my headshots and look forward to working with Rohina again in the future.

”

ANAT B.







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I needed headshots for my business and had trepidation about it because I think I am not photogenic. Rohina has such a soothing way about her that the process was actually enjoyable.

The pre-shoot phase – where we selected wardrobe, makeup, hair, and site location – was really fun and educational.

The pictures turned out beautifully, so much so that I am pleased to use them whenever I get the chance!

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REBECCA R.



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Rohina is an incredibly talented, heartfelt and skilled photographer.

Her work is authentic, detailed and always beautifully and masterfully lit. I had the privilege of having my headshots taken by Rohina and she made me feel at ease and brought out a sense of confidence in me. Her presence is very calming and reassuring, especially if one is nervous about being photographed.

I landed the role I auditioned for and I'm grateful to have had a beautiful and authentic headshot to support me in my audition process. I highly recommend hiring Rohina for a portrait session.

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AMANDA V.



How it works.

We start with a consultation where we discuss your goals.
We then plan for your shoot. We will go over wardrobe and styling.
We discuss location options and determine what will be best for your particular needs.

Headshots can be done at your home – yes it's true!
You do not have to leave the comfort of your home and drive in traffic.
I also offer limited studio headshot sessions. Professional hair and makeup artistry is suggested to help keep you stress-free and pull your entire look together.

Pricing starts at \$700.

After your photo shoot.

We will schedule an in person or an online viewing session where you will choose your photos.
I am there with you to provide guidance.

If you need custom help for re-sizing images for any of your social media platforms this can be provided for an additional fee. If you need prints, these can also be purchased.



I want you to feel completely taken care of from the time you decide to work with me and throughout the entire process. It would be my privilege to help you achieve your goals with your new headshots.

Let's talk.

ROHINA HOFFMAN

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