




LOCAL STORIES JUNE 21, 2022

Hidden Gems: Meet Diane Purcell of Through the Lens Management



LOCAL STORIES

-  SHARE
-  TWEET
-  PIN



Today we'd like to introduce you to Diane Purcell.

POPULAR

Diane, we appreciate you taking the time to share your story with us today. Where does your story begin?

After graduating from University, I was in a local camera shop purchasing darkroom equipment when I met Architectural Photographer, Greg Hursley. I went to work for Greg and he taught me how to photograph a project for multiple uses. After six years with him, and with his support, I went out on my own taking what I learned from him and incorporating the knowledge he shared with me into my own adventure forward.

I apply my personal experience in various aspects of the publishing industry to help clients understand how to tell their projects' stories in the most compelling and successful way. In partnership with architects and design industry professionals, I work to maximize marketing and photography budgets, strategize relevant story angles, and identify the most effective editorial placement in a constantly evolving media environment.

Thanks to my background in photography, I know that every marketing plan starts with the image. Whether it's for editorial placement, design awards, or social media, in this industry the image is everything. Our collaboration starts with ensuring your photography documents and highlights your work's strengths in the language that editors and jurors understand. From there, I work with clients, editors, and writers to create innovative pitches that are in alignment with editorial calendars and issues of interest to the profession and that maximize your project's placement across multiple non-competitive markets.

I nurture my long-standing relationships with regional, national, and international publications by reliably providing them exceptional and compelling content. Likewise, I nurture enduring client relationships by giving you my full attention and prioritizing your needs as we craft the best package of words and images to show your work in the best light.

Every project has more than one story to tell. Let's plan for your success together.

I'm sure you wouldn't say it's been obstacle free, but so far would you say the journey have been a fairly smooth road?

Fairly smooth, but in today's world, things move fast and one has to be ready to bend and adjust to changes.

Great, so let's talk business. Can you tell our readers more about what you do and what you think sets you apart from others?

Diane Purcell is an architectural marketing consultant and advocates with three decades of experience in the industry. Her education and background in photography, art, and advertising provided extensive, hands-on experience with cameras, digital imagery, hiring photographers, and coordinating photo shoots. Her publicity services include collaborating on strategies to publicize exceptional projects— including editorial submissions and design awards entries — and creating and implementing schemes for widespread print, online and other media coverage for multiple markets and platforms. Having built long-term trusted relationships with both architects and editors, she approaches her work in a spirit of collaboration and teamwork with a focus on creativity, enthusiasm, and integrity.

Contact Info:

- **Website:** <https://dianepurcell.com/>
- **Instagram:** @diane.purcell