



## Melissa Matynka Rock '95

Our featured alumna this month is passionate about what she does and the pieces she produces. Over three and a half years ago, **Melissa Matynka Rock '95** decided to take that passion and turn it into her career, and Melissa Rock Photography was born. Melissa started by photographing her own children and family, and then branched out to friends, and eventually began obtaining other clients and growing her business.



### What makes your business venture unique?

There is a lot of competition in the photography industry now, and it is definitely hard to distinguish yourself as a photographer. What I hear from clients, though, is that I provide a unique experience. I am laid back. I am honest. I treat all my clients with respect. I try to make them feel as comfortable as possible during each session and shoot. I think I am able to take this approach because this all started from my passion of photography. I didn't set out wanting to start my own business—it all happened organically and just worked. I think my passion for the art of photography really shines through, and clients recognize that.

### How did your Magnificat education prepare you for being a female business owner?

My whole experience at Magnificat was centered around female empowerment. We (as students) felt like we could do anything, and I think that is because we were never told by teachers or staff that we couldn't. Teachers always preached that the sky is the limit, and nothing was impossible.

Also, I took my first photography class ever at Magnificat, so you could say it helped spark my passion!

### What advice or best practices do you have for young women starting their careers?

Follow what you love. Don't compare yourself to the competition in your industry because they will always be there (and they will always be doing things you aren't). You are unique and great just the way you are, and you should harness that in your career to make a name for yourself.

For more information about Melissa or Melissa Rock Photography, or to book a session, contact Melissa at [melissarockphotos@yahoo.com](mailto:melissarockphotos@yahoo.com) or visit [www.melissarockphotography.com](http://www.melissarockphotography.com).

By: Madeline Hutchinson '10, Young Alumnae Committee