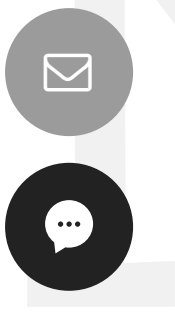


FORMIDABLE WOMEN, NEWS & ENTERTAINMENT — 1 WEEK AGO

Natalie L. Simmons Owner of Simmons Pics Promos in N.J., a Favorite Among Celebrities, Entrepreneurs, and Families

by JULES LALLALLE



Natalie L. Simmons Owner of Simmons Pics Promos in New Jersey, is a favorite among celebrities, entrepreneurs, and families. Not only does she offer photography services, but Marketing & PR. She is well-known in the media, broadcasting, and print industries, as a model and actress. She can be seen in commercial and print appearances for Jet Blue, Kind Bars, QVC, HSN, Shoprite, Fed Ex, and others. For TV & Film, The Servant, Empire, Veep, Spiderman, The Nomads, Creed and more. Her sons have also been featured including work with the NFL, Gatorade, Comcast, JJ snack foods, an Indie film “New York.” Natalie has taken her network and experience to her clients and has given them a world class experience from her studio in New Jersey.

FWM: Tell us about your background.

I'm originally from Queens, NY. A first generation Haitian American, both my parents and grandparents left Haiti during tumultuous times. They succeeded at a better life! My Mother worked on Madison Ave. at Conde Nast in the Art Department and my Father, a Vietnam Veteran, became a Civil Engineer for many corporations. I am the eldest of four siblings and we grew up surrounded by our relatives celebrating our heritage. What I loved most about Queens was the diversity and I embraced all other cultures. I believe this has helped me get along with everyone no matter what background or interest.

FWM: What do you enjoy the most about photography?

I enjoy photography and capturing the best in people. I had a shoot for a Fitness Model where she brought all types of props and we worked both indoors and out. I was amazed at all she could do and ended up getting quite a workout myself!

Not too long ago, I was asked to do the cover for South Jersey magazine Mother's Day cover. I worked with the most adorable child model whom I also knew. As a Mom it turned out to be a very special cover.

Most recently I worked with International Singer ,Yulia Psenichnaya, for her new CD cover. She sings in several languages and the album is being released by Soul Records and Erskine Entertainment. It was a fun and creative session.

International Singer, Yulia Psenichnaya- Soul Records, LLC

“I decided to begin a Facebook group called ‘Talent Network’ with many of the entertainers and artists I met along the way. We share castings, events and info in the industry.”

FWM: You just did the photography for Mr. Robert Erksine Johnson, CEO of Soul Records, LLC, for a prominent magazine cover. Tell us about working with Robert.

I first met Robert years ago on a production set in Philadelphia. We stayed in contact with many networking events. His entertainment company and record label has helped launch many Artists and it was an honor to photograph him for the magazine cover.

Mr. Robert Erskine Johnson, CEO of Soul Records, LLC

FWM: Why do celebs come to you for your photography?

After graduating from the Art Institute of Philadelphia, I was a freelance makeup artist and stylist for many photographers throughout the Northeast. After years of training and assisting on photo sessions as well as production and development I began our Simmons Photography business. Simultaneously, I was also active in front of the camera with commercial/print modeling while making small appearances on tv/film. Having worked and connected with so many both behind the scenes and on set has given me great insight as a photographer especially in the entertainment industry. I frequently travel to New York, Miami and Atlanta.

International Singer, Yulia Psenichnaya- Soul Records, LLC

About 7 years ago I found myself with an influx of business owners and entrepreneurs needing portraits for their websites and social media profiles. Many needed help building their online presence but were too busy running their business. I began offering Marketing and PR services and expanded to Simmons Photography + Promotional Services or Simmons Pics Promos.

FWM: You offer Marketing & PR services for entrepreneurs. Tell us more.

I had established many connections in media, broadcasting, and print which enabled me to market these entrepreneurs to the next level. Getting them on tv, radio, and magazines to grow their brand.

FWM: Modeling and Acting is a family affair. Tell us about your recent projects.

When my sons were little, since they loved posing for my husband and I in our studio, I started them in modeling and acting. They have had features from NFL, Gatorade, Comcast, JJ snack foods and Indie films. While juggling my own gigs we even got to work together at times which were the best. Recently, my entire family (even my husband & 2 daughters who were never interested in such exposure) all worked together when we booked an NRG commercial for the Philadelphia Eagles. While the industry had slowed down significantly this was a real highlight towards the end of 2020.

Feeling blessed and grateful with so many opportunities over the years. I worked on Empire in Chicago, Tyler Perry studios in Atlanta, Billions in New York, The Servant, and Creed in Philadelphia. Commercial and print gigs for Jet blue, Kind Bars, QVC, HSN, Shoprite, FedEx, and even a Wyclef Jean music video “Lady Haiti”

FWM: Tell us about your Facebook group called ‘Talent Network.’

I decided to begin a Facebook group called ‘Talent Network’ with many of the entertainers and artists I met along the way. We share castings, events and info in the industry. It's a great way to stay connected and support each other. I had many requests to help manage some talent on a more personal level. Giving them a successful start to their careers.

FWM: You have a nonprofit “Hometown Heroes for Special Needs”. Why is this so important to you?

In 2015 My business marketing client, Scott D'Antonio, asked me to join his mission on giving back to the special needs community. We began a non-profit called “Hometown Heroes for Special Needs” or “HH4SN”. The idea is to help these families through his Home Improvement Company with projects and repairs. We've done renovations from wheelchair ramps to handicap bathroom conversions. It's even been produced to a tv show on “NJ on Air” with 4 completed episodes. We wanted to make a difference in our community while bringing awareness to the struggles of the families who simply have no place to turn. This has been my most rewarding and motivational work. If you'd like to learn more or donate here is the website: www.hh4sn.com

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TAGS: CELEBRITY PHOTOGRAPHER N.J., JULES LALLALLE, NATALIE L. SIMMONS, ROBERT ERSKINE SOUL RECORDS, SIMMONS PICS PROMOS, THE TALENT NETWORK

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JULES LALLALLE IS A CELEBRITY WRITER. SHE IS A WRITER FOR THE HOLLYWOOD TIMES, MAGIC IMAGE HOLLYWOOD MAGAZINE, FORMIDABLE WOMAN MAGAZINE, MY INDIE PRODUCTIONS AMONG OTHERS. SHE ENJOYS WRITING ABOUT CELEBRITIES, ENTREPRENEURS, AND NON-PROFITS.

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