

Influential Women Showcases Cheyanne Larsen-Glenn: Creative Entrepreneur Capturing Authentic Stories Via Visual Media

WILSONVILLE, OR, UNITED STATES, August 20, 2026 /EINPresswire.com/ -- Owner of Lars Creative Co. and Lars Social Co. Blends Art, Social Media, and Storytelling to Celebrate Love, Build Brands, and Create Meaningful Connections

Cheyanne Larsen-Glenn is a creative entrepreneur, social media manager, graphic designer, and photographer whose work is rooted in authentic storytelling, meaningful connection, and bold visual expression. As the Owner of Lars Creative Co., she has built a distinctive photography brand centered on capturing couples naturally in their element and preserving the genuine moments, emotions, and relationships that make their stories unique.



With a creative perspective shaped by a lifelong passion for photography, Cheyanne has developed a career that combines artistry with entrepreneurship. Her approach goes beyond simply taking photographs. She strives to create an environment where clients feel comfortable enough to relax, connect, and allow their authentic personalities and relationships to come through the lens.

Cheyanne's interest in photography began at a young age when her father gave her a camera. This was long before photography became as widely accessible and trendy as it is today. What began as a personal passion gradually evolved into a professional pursuit, with Cheyanne documenting moments for friends and family, including graduations, before developing the refined style and business expertise that define her work today.

After earning her Bachelor of Arts in Art Studies from The University of Texas at San Antonio, Cheyanne expanded her experience through marketing and branding roles. Her professional background allowed her to wear multiple hats across creative, digital, and strategic functions, giving her a broader understanding of how visual storytelling can support both individuals and businesses.

Following the COVID-19 pandemic, Cheyanne made the intentional decision to take a leap of faith. In 2021, she left her previous role and launched her own business, strategically developing a niche in wedding photography. The decision was driven by her passion for storytelling and her desire to celebrate love through meaningful, art-driven imagery.

Today, through Lars Creative Co., Cheyanne focuses on creating photographs that feel genuine rather than overly manufactured. Her work is built around the belief that clients should be able to see themselves in their photographs—not simply a polished version of what they think a photograph is supposed to look like.

In addition to her photography business, Cheyanne leads Lars Social Co., where she manages social media accounts for a diverse portfolio of small businesses. Her work helps clients strengthen their digital presence while navigating the increasingly complex world of social media marketing. She combines content creation, creative direction, account management, and data-informed strategies to help businesses build engagement and grow their audiences.

Now rooted in Oregon after relocating from Texas, Cheyanne continues to expand her professional network and establish a thriving creative community in a new market. Her day-to-day responsibilities include client communications, gallery editing, content creation, social media management, and the many behind-the-scenes tasks required to operate creative businesses.

Cheyanne attributes her success first and foremost to her clients and the trust they place in her with their memories. She also credits her hard work and dedication, noting that much of the effort involved in producing a beautiful gallery happens outside the view of the client.

While people may imagine that photography simply involves showing up with a camera, taking pictures, and producing a magical gallery, Cheyanne understands that the finished product requires countless small decisions. From adjusting color saturation to ensuring that every image is balanced, the process requires patience, precision, and a strong artistic eye.

Equally important to Cheyanne are the relationships she builds with her clients. She makes a conscious effort to create a friendly, comfortable environment during sessions. She wants couples to feel relaxed enough to open up and genuinely express their connection, even during intimate moments that might otherwise feel awkward with a stranger behind the camera.

For Cheyanne, creating that sense of comfort is one of the most important elements of

successful photography. When clients feel safe and understood, she believes the resulting photographs are more authentic and emotionally meaningful.

One of the most important lessons Cheyanne has learned throughout her career is the importance of work-life balance. As a photographer and entrepreneur, it can be tempting to respond immediately whenever a client sends an email, particularly when weekends and evenings are often part of the creative industry.

However, Cheyanne recognizes that constantly being available can quickly lead to burnout. Even though her office is only down the hall from her home, she believes there needs to be a clear boundary between professional responsibilities and family time. Closing the office door at the end of the workday allows her to step away, recharge, and be present with the people who matter most.

She also emphasizes the power of saying no. Early in a creative career, it can be easy to accept every opportunity that comes along. Yet Cheyanne believes that learning when to decline an opportunity can ultimately benefit both the individual and the broader creative community. Saying no can create space for another artist whose work may be a better fit.

That philosophy connects directly to one of Cheyanne's strongest principles: community over competition.

Although the photography and creative markets can feel oversaturated, Cheyanne believes other creatives should not automatically be viewed as competitors. Instead, she encourages building a network of trusted professionals who can collaborate, refer opportunities, exchange knowledge, and support one another.

If she cannot take on a particular project, she wants to be able to point a client toward someone who can. Likewise, she remains open to learning from other creatives and recognizing that professional growth often happens through relationships.

Cheyenne sees standing out in an oversaturated market as both a challenge and an opportunity. With so many talented photographers and creatives available, she believes the key is not to imitate what is currently trending but to discover what makes an individual authentically different.

For emerging photographers, determining a target audience and developing a distinct business voice can be difficult. Early in a career, it may feel natural to photograph whatever clients are willing to pay for. Over time, however, Cheyanne believes creatives should become more intentional about identifying the people, stories, and projects they genuinely want to serve.

Authenticity is therefore one of the central values guiding her work. Cheyanne recognizes that trends are constantly changing, but she believes following a trend that does not genuinely reflect

who someone is can ultimately disconnect a business from its audience.

Creativity, community, and passion are equally important to her. She believes creative professionals should care deeply about their craft and the people whose stories they are entrusted to tell.

Perhaps most importantly, Cheyanne believes photography should celebrate all forms of love. Whether a couple is queer or straight, regardless of race or background, she believes every kind of love deserves to be captured, respected, and honored. This philosophy is fundamental to her business and reflects her broader commitment to authenticity and inclusivity.

Beyond her professional accomplishments, Cheyanne is deeply grounded in family. She has been married to her husband, Tomas, for nearly five years, and together they are raising their young son, Miles. Her family life provides an important source of perspective as she navigates entrepreneurship, creativity, and the responsibilities of building a growing business.

Through Lars Creative Co. and Lars Social Co., Cheyanne Larsen-Glenn continues to demonstrate how creativity and entrepreneurship can work together to create meaningful impact. Whether she is preserving a couple's most cherished memories, developing a social media strategy for a small business, or connecting with fellow creatives, she remains committed to doing meaningful work with authenticity, passion, and heart.

Learn More about Cheyanne Larsen-Glenn:

Through her Influential Women profile, <https://influentialwomen.com/connect/cheyanne-larsen-glenn> or through her website, <https://www.larscreativeco.com/>

Influential Women

Influential Women provides a platform where women from all backgrounds can connect, share their perspectives, and create content that empowers themselves and others. Through storytelling, thought leadership, and creative expression, Influential Women amplifies voices that inspire change.

Editorial Team
Influential Women
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/935677653>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable

in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.