Creative Art Director Portfolio - Braxton Joy

Head of Video & Motion, Brand Storyteller, & Remote Creative Director
Selected Works in Brand Campaigns, Visual Storytelling & Portfolio Evolution

"Where clarity meets cinematic. Where strategy becomes story" – Braxton Joy

"Directed creative vision, managed production workflows, and aligned storytelling with business outcomes."

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Watch My 90-second Video Pitch

https://youtu.be/AO4tTstY-zA

Vision Statement:

I lead **video and motion strategy** that transforms creative storytelling into business growth. My work blends cinematic craft with data-driven results, scaling campaigns that increase reach, drive engagement, and deliver measurable ROI.

Core Strengths:

- **Creative Leadership**: Directing teams, workflows, and end-to-end campaign execution.
- **Motion-First Strategy**: Building video campaigns optimized for digital platforms and audience behavior.
- **Business Impact**: Proven track record of translating creative into **client acquisition, conversions, and sales**.
- **Scalability**: Developing repeatable frameworks adaptable across industries and global markets.

Career Highlight Reel:

- Directed brand campaigns that **drove $25M in sales** for a global automotive brand.
- Scaled fitness brand launches to **5× conversions** and +50% reach growth.
- Built a **motion-first portfolio** spanning fitness, automotive, real estate, and tech with measurable results in every case.

Case Study Highlights

Mazda – "One Word" Campaign

Objective: Create an emotionally resonant spot to reinforce brand identity and drive sales.

Impact:
- **$25M in attributed sales growth**
- **40% increase in campaign reach**
- Became a **flagship example of scalable video storytelling** for Mazda

Percy Bell Fitness – "Pure Will" Campaign

Objective: Translate a gritty brand story into a scalable digital campaign that drove new client acquisition.

Impact:
- **+50% reach growth** across platforms
- **3× increase in client sign-ups** through direct engagement
- Campaign adopted as a **long-term brand anchor**

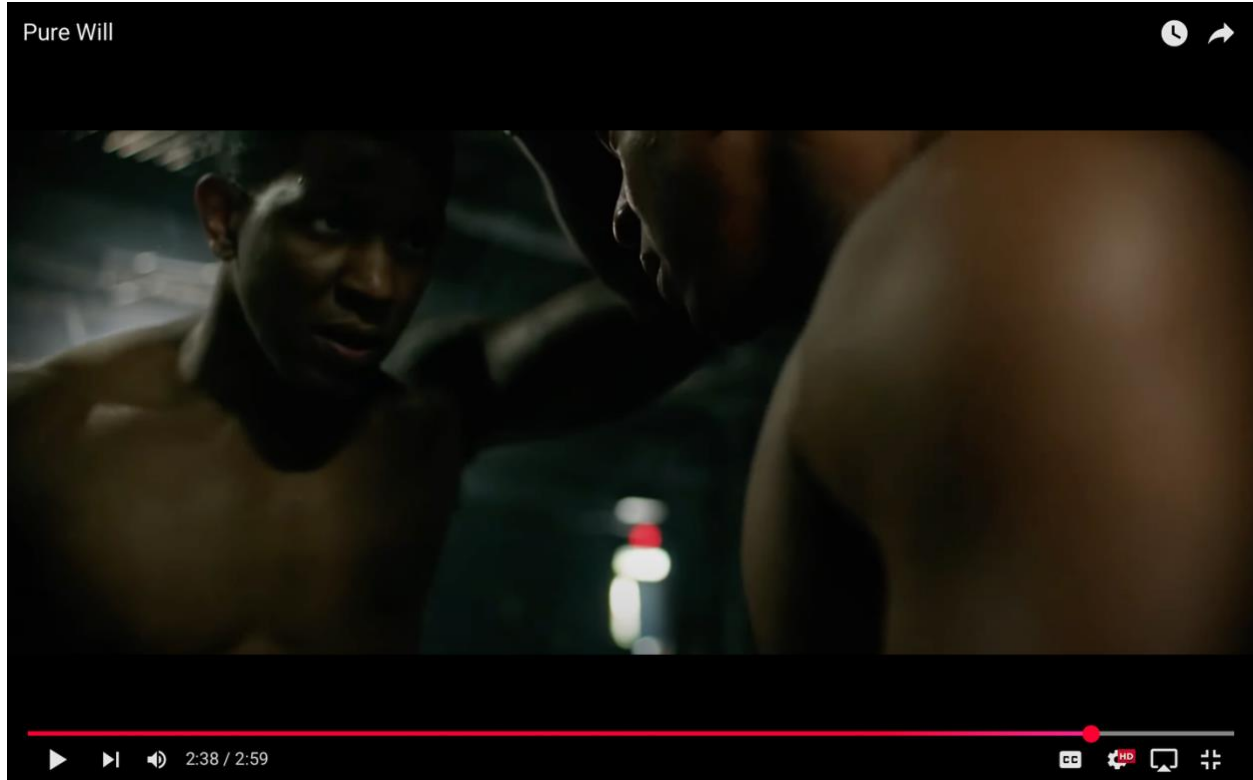**K2P Fitness – "Brand Launch" Campaign**

Objective: Establish market credibility for a new fitness brand through motion-first creative.
Impact:
- **5× increase in conversions** from cold outreach
- **1,000+ impressions in first 48 hours**
- Built a **motion-first campaign DNA** that fueled continued engagement

Cinematic Brand Campaigns

BraxMov Client Work (Real Estate, Coaching, etc.)

Percy Bell Fitness – "Pure Will" Campaign

Objective:
Capture the raw intensity of the Percy Bell Fitness brand and transform it into a scalable digital campaign that would drive measurable client acquisition.

Role:
Creative Director, Producer Oversight, Post-Production Leadership

Approach:
- Directed the full creative vision and production workflow, from storyboarding through delivery.
- Built a **motion-first campaign** designed for watch-through and platform-native performance.
- Optimized deliverables for social channels (Reels, YouTube), ensuring assets aligned with brand and audience psychology.

Impact:
- **50% increase in reach** across channels.

- **3× increase in client acquisition** through direct engagement and inbound DMs.
- Campaign became a **repeatable growth model**, leveraged in future brand pushes.

K2P Fitness – Brand Launch Campaign

Objective:
Establish K2P Fitness as a serious market entrant through a high-impact launch video that converted cold audiences into paying customers.
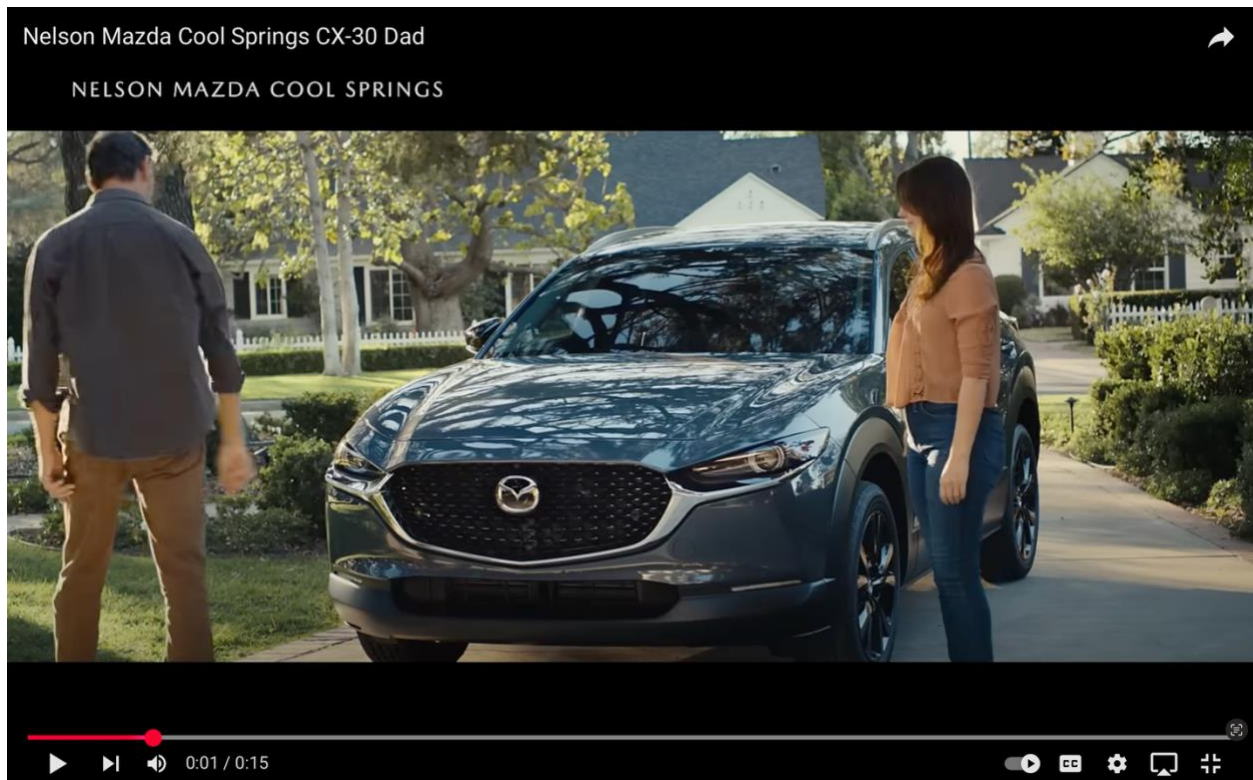
Role:
Creative Director · Campaign Architect · Editor

Approach:
- Developed a **wordless, high-energy narrative** built entirely around motion, ensuring universal relatability.
- Directed the creative process end-to-end, aligning brand identity with execution for paid and organic distribution.
- Designed a **scalable campaign framework** that could adapt to multiple content drops.

Impact:
- **5× increase in conversions** from cold outreach.
- **1,000+ impressions in the first 48 hours**, driving early traction.
- Established K2P's credibility as a brand with **motion-first creative DNA**.

Nelson Mazda – "One Word" Launch Video for $25M Sales Campaign

Objective:
Deliver an emotionally resonant brand film that reinforced Mazda's identity and contributed directly to sales growth.

Role:
Creative Director, Story Development, Motion Oversight

Approach:
- Developed a **minimalist, one-word concept** to unify visuals and copywriting in a powerful, scalable format.
- Directed the motion design and production workflow to balance cinematic quality with corporate brand clarity.
- Structured the edit for **maximum emotional impact and brand recall**.

Impact:
- **40% increase in campaign reach**.
- **$25M in attributed sales growth** during promotion period.
- Spot became a **flagship example of scalable video storytelling** across Mazda's portfolio.

Creative Range & Innovation

Additional projects that highlight my storytelling depth, technical fluency, and ability to lead creative work across industries.

Hollywood Storytelling (Narrative Depth)
- **"Gods Abolish Their Shackles"** – Finalist in Hollywood script competition; a dark action drama exploring cultural identity and spiritual warfare.

Visual Element:

G.A.T.S.

(Gods Abolish Their Shackles)

Episode I: "Phase One"

Written by: Braxton Joy
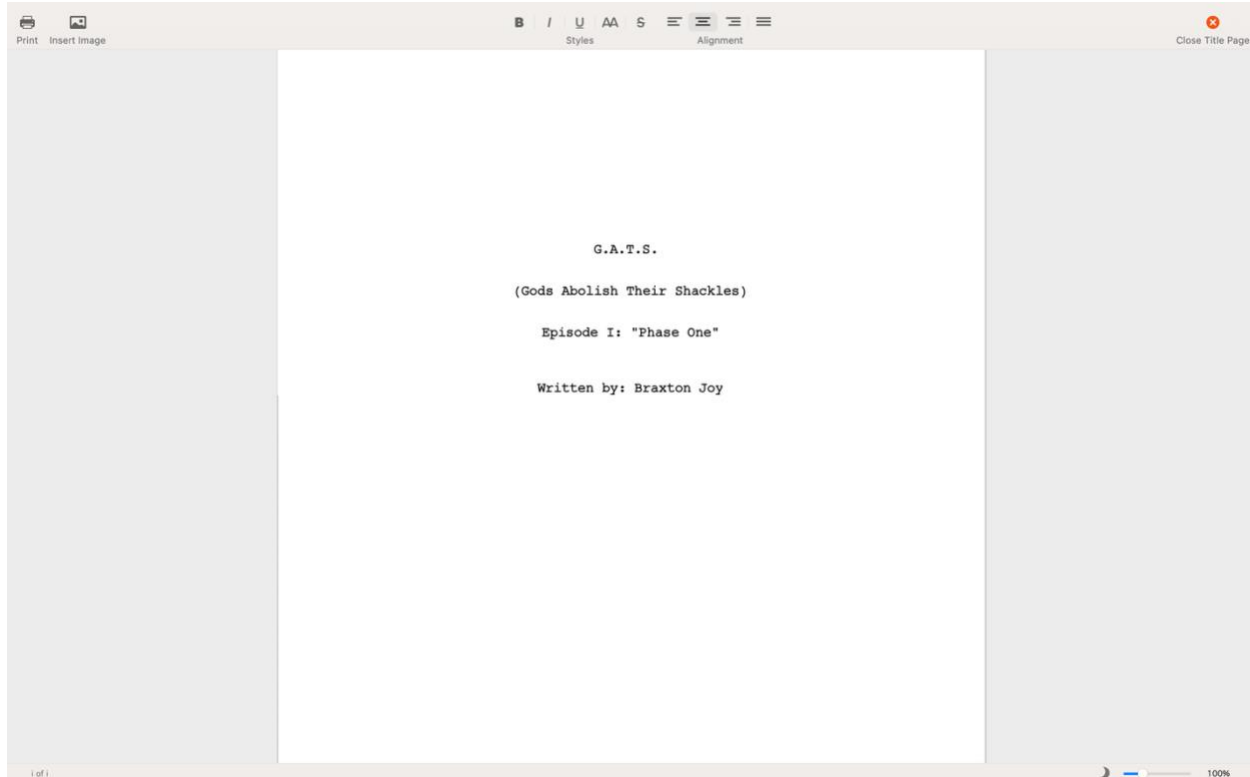
Description:

A visually intense pilot script blending ancient African royalty with modern urban rebellion. Rooted in spiritual undertones and high-stakes supernatural warfare, this story reimagines what it means to break chains, both literal and spiritual. Known for its layered characters and world-building depth, the script has earned industry recognition and competition placement.

- **"A Chosen Vessel"** – Faith-based supernatural biopic exploring redemption and divine purpose.

Visual Element:

A Chosen Vessel

Based on a True Story

Written by: Braxton Joy
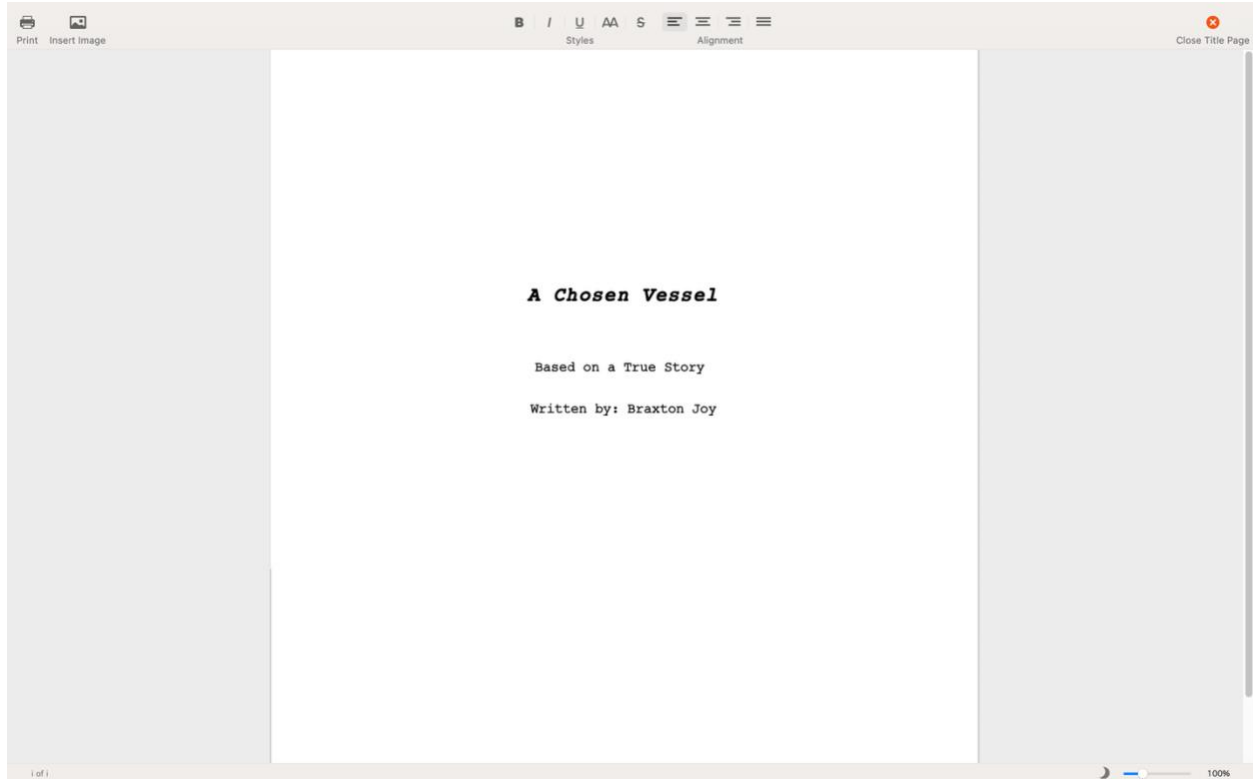
Description:
This emotionally rich biopic brings to life the journey of a soul wrestling with trauma and spiritual transformation. Crafted with reverence and realism, the script explores identity, divine calling, and the quiet power of grace. Developed for impact-driven film, it speaks to both personal breakthrough and spiritual awakening.

# Tech & Digital Innovation (Future-Forward Thinking)
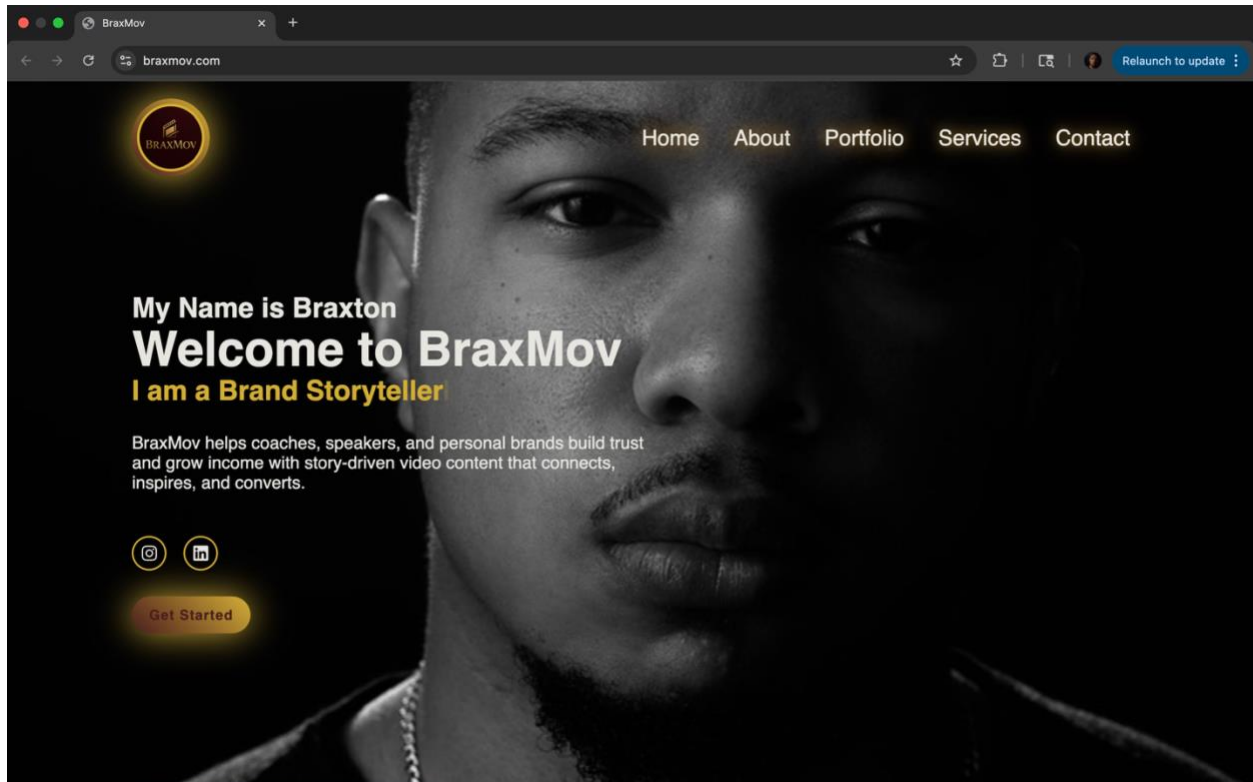
- **BraxMov Website** – Designed and coded a custom, mobile-responsive portfolio site in HTML, CSS, and JavaScript.
- Reflects my ability to **translate creative strategy into interactive user experiences**.
- **Languages Used:** HTML5, CSS3, JavaScript
- **Tools & Environment:** Visual Studio Code, GitHub Pages
- **Design Style:** Minimalist, Apple-inspired, mobile-responsive layout

Features:

- Fully custom-coded using **HTML5, CSS3, and JavaScript** — no templates or drag-and-drop builders.
- **Visual Hierarchy**: Intentional scroll flow using custom animation and spacing, emphasizing storytelling rhythm.
- **Mobile-Responsive**: Optimized breakpoints ensure accessibility and engagement across all devices.
- **UX Strategy**: Created a "guided story" experience — the user isn't just browsing a site, they're *entering a brand atmosphere*.
- **Visual Stack**: Clean interface, subtle motion, cinematic stills, minimalist nav.

This site is not just a portfolio, it's a **living UX narrative**, built from story-first principles. This website not only serves as a digital portfolio, it reflects my technical fluency, aesthetic precision, and ability to translate a brand into immersive digital form.
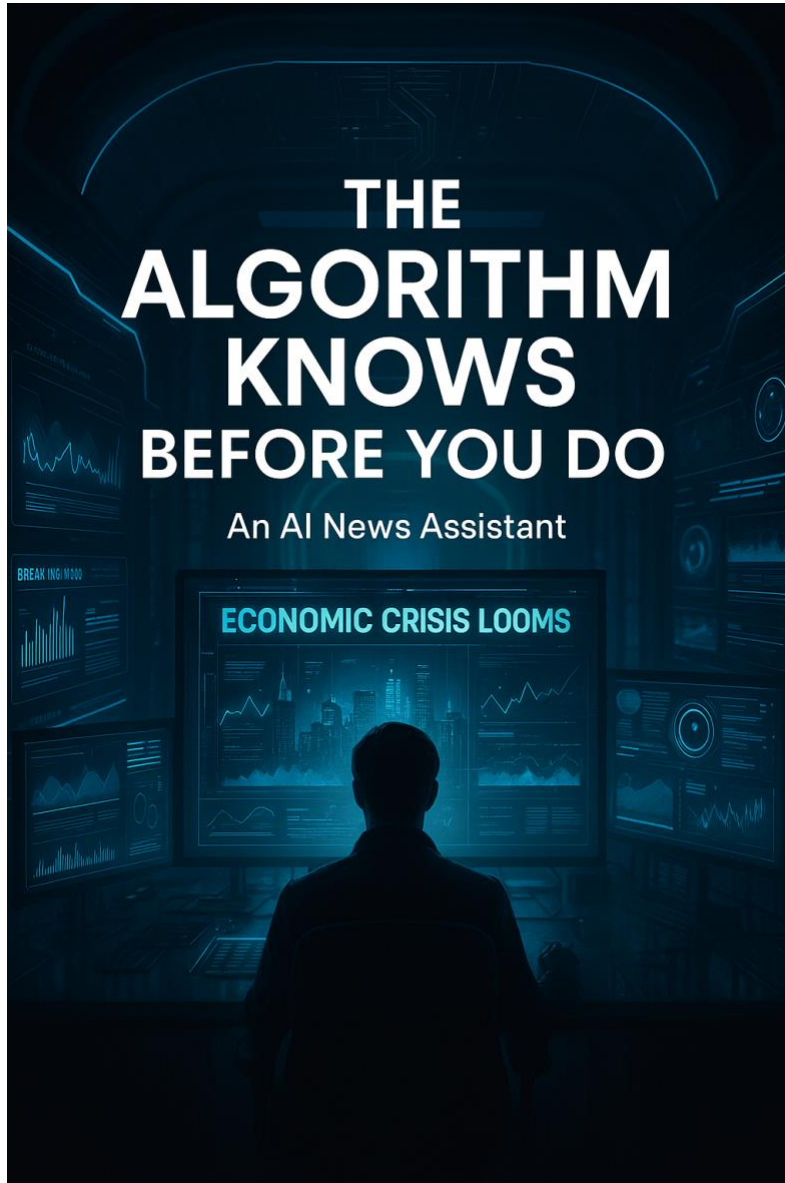
Speculative Concept: AI-Powered News Prediction Campaign — Midjourney / After Effects

- **Speculative AI Campaign: "The Algorithm Knows Before You Do**

Conceptualized and produced an AI-powered news assistant teaser with Midjourney + After Effects.

- Showcases **future-facing motion design and experimentation with emerging tech**.
- **Visual Strategy**: Prompted Midjourney to create futuristic digital environments merging newsroom energy with neural-network aesthetics. Combined AI-rendered imagery with headline overlays and kinetic typography in After Effects.
- **Result**: An immersive teaser video that positions the brand as a clairvoyant agent in the information economy.
- **Tools Used**: Midjourney, Photoshop, After Effects
- **Purpose**: Spark curiosity and emotional trust in AI-powered insight.