

Creative Art Director Portfolio - Braxton Joy

*Brand Storyteller & Remote Creative Director
Selected Works in Brand Campaigns, Visual Storytelling & Portfolio Evolution*



“Where clarity meets cinematic. Where strategy becomes story” – Braxton Joy

Creative Director | Brand Portfolio Architect | Cinematic Storyteller

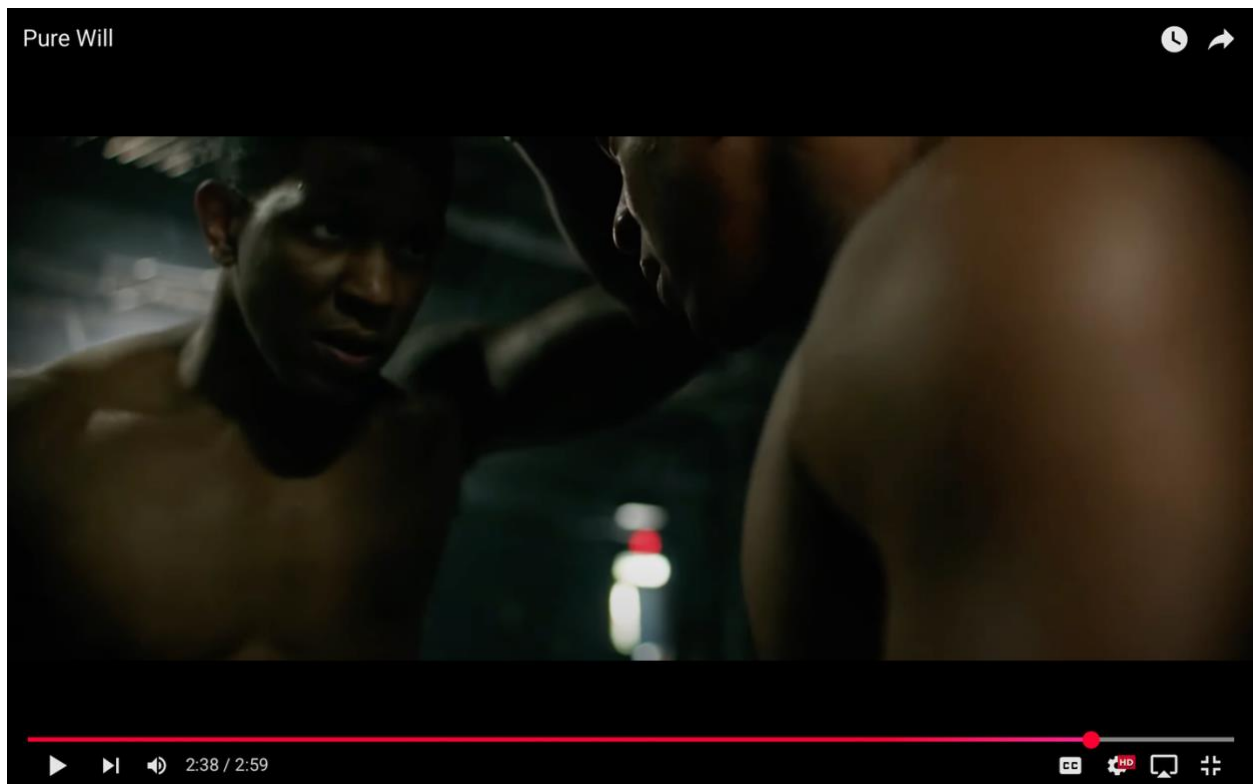
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Portfolio: <https://www.braxmov.com/#portfolio>

Watch My 90-second Video Pitch

<https://youtu.be/AO4tTstY-zA>

Cinematic Brand Campaigns

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



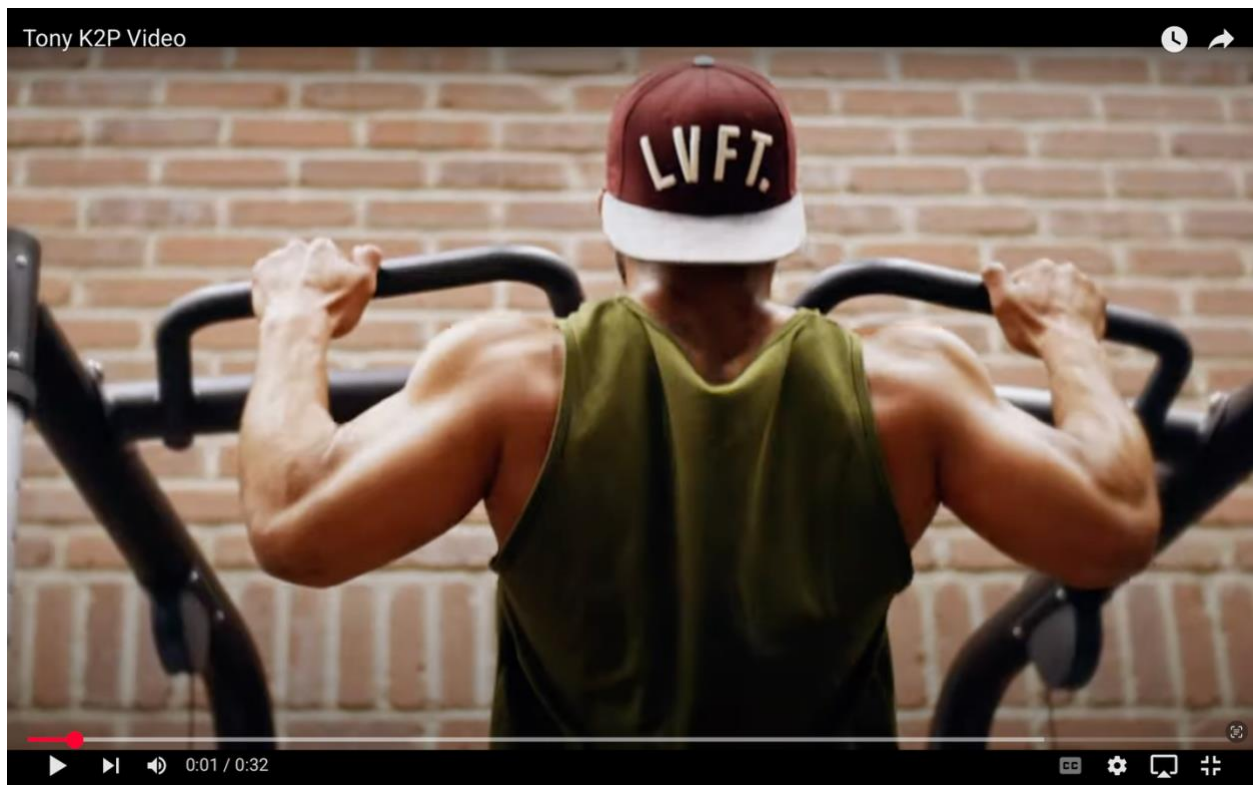
Percy Bell Fitness – “Pure Will” Campaign

Tasked with capturing the raw intensity and grit of the Percy Bell Fitness brand, I developed a high-impact digital campaign designed to resonate with driven, no-excuse audiences. The result: a 50% increase from average video viewership and 3x increase in audience DM engagement in new client acquisition—proving that powerful storytelling moves more than just emotions, it moves business.

Goal: Drive brand engagement + sales

Role: Creative Director, Producer, Editor

Result: 50% increase in reach, 3x Increase in audience DM engagement



K2P Fitness – Brand Launch Campaign

Commissioned to create a high-impact launch video that could drive engagement via Facebook ads and organic outreach, I crafted a visually-driven story that spoke through motion—not words. The result:

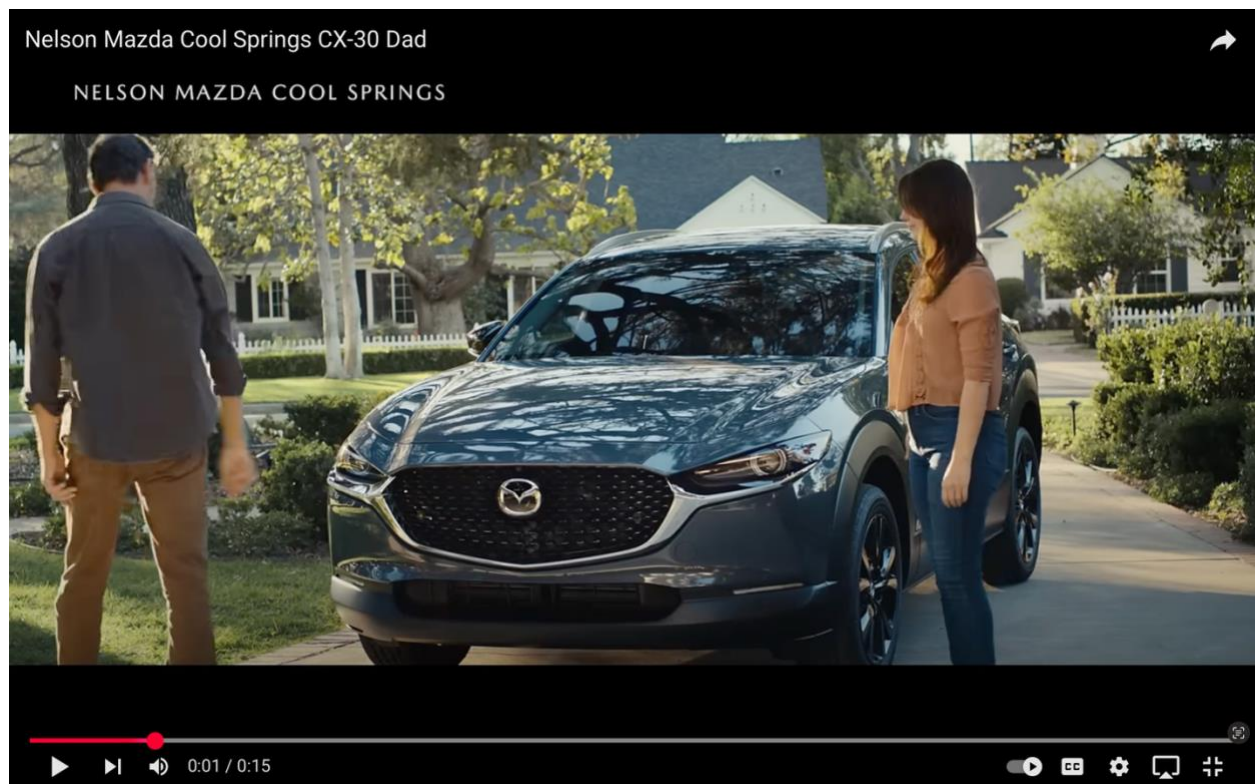
5x increase in cold message conversions

1,000+ impressions within the first 48 hours

Elevated **click-through rate and conversation volume** across social platforms

This action-led video positioned K2P Fitness as a serious player from day one—proving that when the visuals hit hard, the brand speaks for itself.

Goal: Drive brand engagement + sales
Role: Creative Director, Producer, Editor
Result: **5x increase** in cold message conversions
1,000+ impressions within the first 48 hours



Nelson Mazda – “One Word” Launch Video for \$25M Sales Campaign

A heartfelt moment where a father receives a surprise Mazda gift from a family member. The scene captures raw joy and gratitude in a single, powerful word: “Mazda.” This spot blends cinematic warmth with brand clarity—proving that sometimes, one word says it all.

Goal: Drive brand engagement + sales
Role: Creative Director, Producer, Editor
Result: 40% increase in reach, \$25M in sales

Hollywood-Quality Storytelling

Gods Abolish Their Shackles

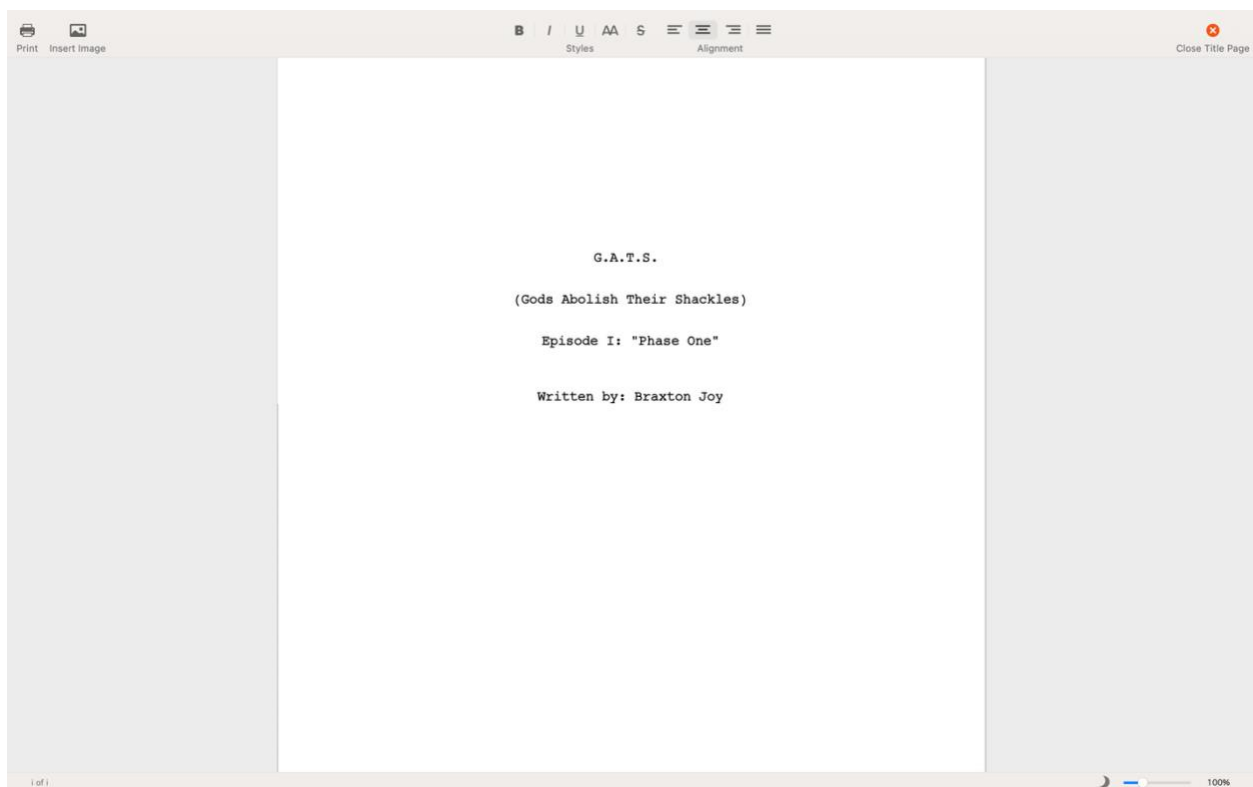
Genre: Dark Action Drama

Tagline: *"They broke free from chains—but not from destiny."*

Theme: Ancient power, racial identity, spiritual warfare

Recognition: Hollywood script competition finalist

Visual Element:



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.

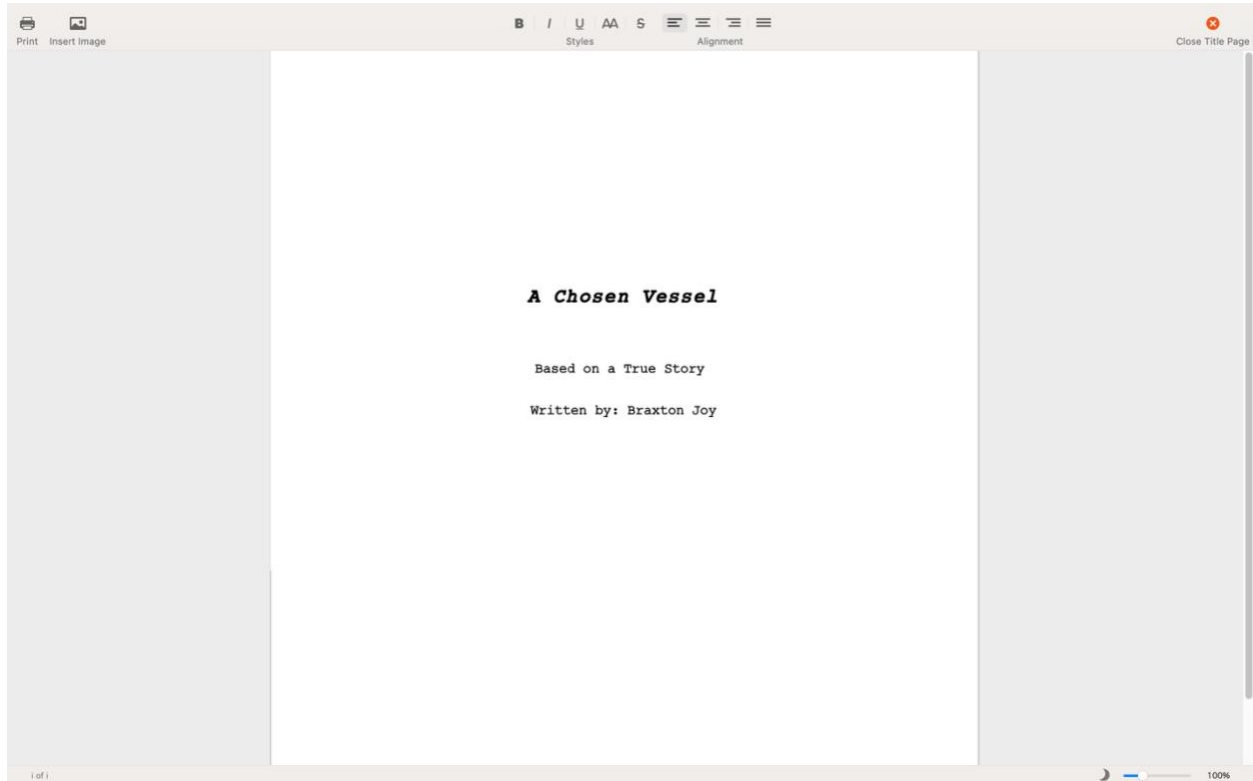
A Chosen Vessel

Genre: Faith-Based Supernatural Biopic

Tagline: *“Even the broken are called.”*

Theme: Redemption, divine purpose, healing from trauma

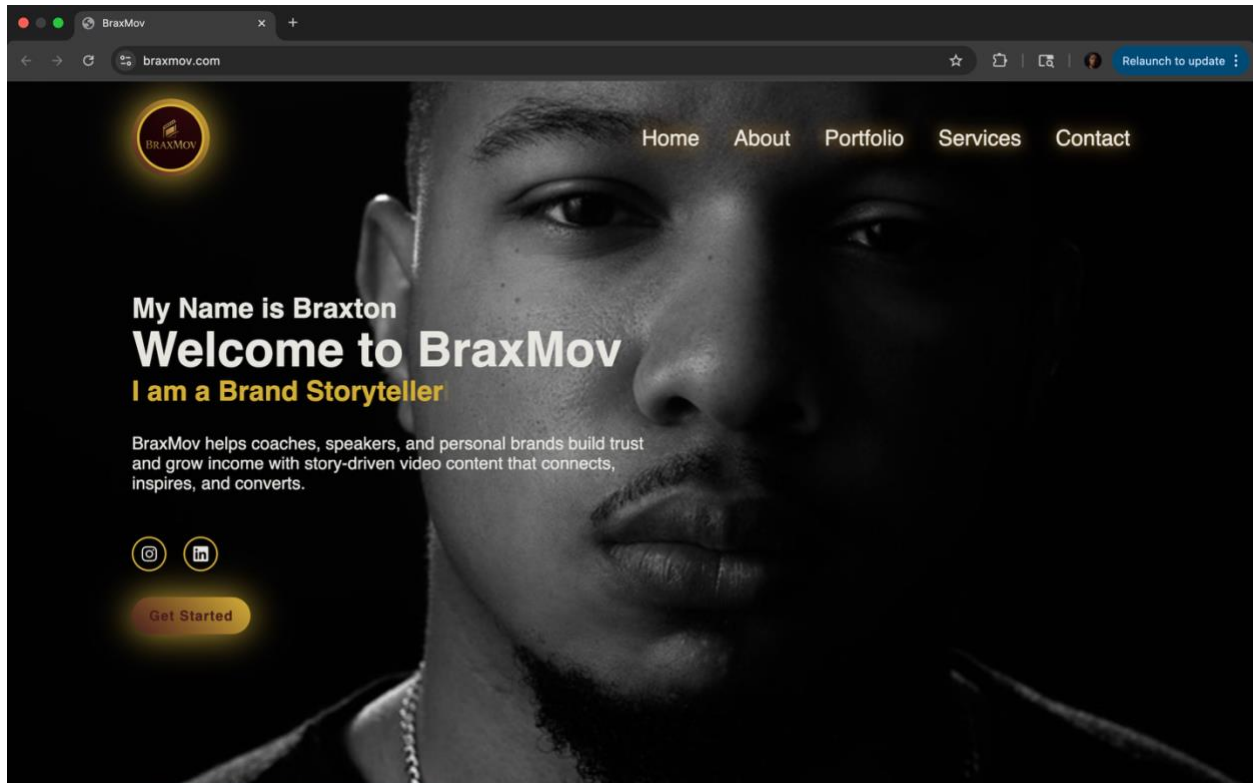
Visual Element:



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.

Digital/Tech Edge



BraxMov Website – Custom-Coded Brand Showcase

Built from the ground up using HTML, CSS, and JavaScript.

To reflect the premium nature of my storytelling agency, I designed and developed the BraxMov website using a custom front-end codebase—no templates, no drag-and-drop platforms. Every section was intentionally crafted to convey luxury, clarity, and cinematic energy.

- **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.

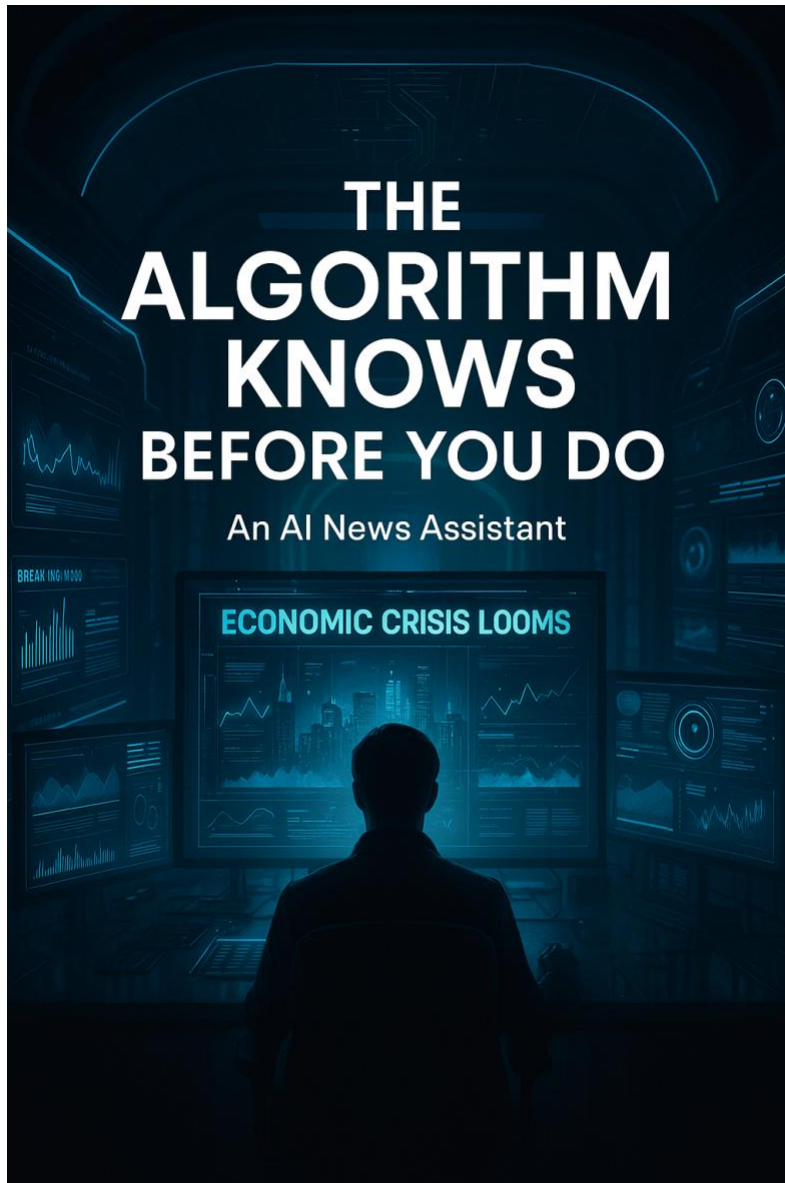
- **Mobile-Responsive:** Optimized breakpoints ensure accessibility and engagement across all devices.
- **UX Strategy:** Created a “guided story” experience — the user isn’t just browsing a site, they’re *entering a brand atmosphere*.
- **Visual Stack:** Clean interface, subtle motion, cinematic stills, 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.

The Algorithm Knows Before You Do

A speculative campaign concept for an AI news assistant that *senses trends before they break*.

- **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.



Speculative Concept: AI-Powered News Prediction Campaign — Midjourney / After Effects