Creative Brief

This project is my personal film portfolio. I am doing it for myself because I need to have something to show whenever potential employers look up my name to be able to show off the quality of my work. The website requires complete navigation between my works, providing them with instant access to my embedded videos, credentials, and links towards my other forms of social media. I need to complete this as soon as possible. It will be used as a reference point for employers to browse through my reel.

Marketing and SEO Plan

The marketing plan for my website would be to actually spread its popularity through the content itself. Since they are videos, it would be easiest to spread them through social media and turn them in to festivals and competitions. Using Instagram, I would then make a point of constantly posting pictures and videos of behind the scenes to increase crowd attention.