

# Braxton Joy

## Creative Director Portfolio

Campaign storyteller and creative lead for culture-driven brands, entertainment projects, and high-visibility content systems. This portfolio is tailored for the Associate Creative Director role at Inter Miami CF.

<b>Location</b>	Nashville, TN (Open to relocation to Miami, FL)
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## Core strengths

- Creative direction and campaign concepting across social, video, digital, and experiential channels
- Brand voice development, copywriting, and scriptwriting
- Culture-aware storytelling for entertainment, artist, and brand audiences
- Cross-functional creative leadership with designers, editors, and stakeholders
- Narrative writing discipline from screenwriting and long-form fiction

Selected projects below focus on campaign thinking, creative leadership, writing, and fan-facing storytelling.

# Bren Joy - Artist Brand Campaign and World-Building

Entertainment / Music marketing / Behind-the-scenes creative support

## Objective

Support release-era creative development for artist branding and fan-facing content, helping maintain a cohesive visual and narrative experience across audience touchpoints.

## Role

Behind-the-scenes creative support across campaign development, visual storytelling alignment, and post-production execution. Contributed to content shaping and brand presentation during key growth phases.

## Approach

- Supported creative direction decisions by aligning visuals and content tone with the artist's evolving brand identity.
- Helped maintain narrative consistency across release content so assets felt connected instead of one-off drops.
- Contributed post-production and presentation polish for audience-facing content used in promotional rollouts.
- Worked in a fast-moving entertainment environment where timing, quality, and cultural fit mattered.

## Impact

- Contributed during a period of major audience growth, including breakout releases, multi-million streams, and major-label momentum.
- Project context includes a Warner Records signing and sustained fan growth, with a strong streaming footprint that reinforced the value of cohesive brand storytelling.
- Demonstrated transferable experience for sports and culture brands: fan emotion, identity consistency, and rollout thinking.

Tools: Premiere Pro, After Effects, Photoshop, Creative development

## Nelson Mazda - 'One Word' Campaign

Automotive / Brand campaign / Cinematic sales storytelling

### Objective

Build a standout campaign that drove attention and emotional connection in a high-volume retail environment while supporting sales performance.

### Role

Led concept development, scriptwriting, and creative direction for a cinematic campaign anchored in an emotional surprise-car story.

### Approach

- Developed the campaign concept and narrative frame to make the story memorable and shareable.
- Wrote script and guided production choices to keep the message clear, human, and high-impact.
- Directed execution across branded video and digital placements so the campaign maintained a consistent tone.
- Balanced story quality with business objectives and deadlines in a fast-paced commercial setting.

### Impact

- Campaign contributed to \$25M+ in sales impact.
- Became a standout creative piece in the brand's marketing mix and strengthened campaign performance credibility.
- Showcases core Inter Miami fit: concepting, scripts, brand voice, and idea-led execution.

Tools: Concepting, Scriptwriting, Premiere Pro, After Effects

## Percy Bell - 'Pure Will' Brand Film

Personal brand / Story-led positioning / Performance-driven content

### Objective

Clarify brand identity and create a premium, motivating brand film that could improve audience engagement and trust.

### Role

Wrote and directed the film, shaping message, tone, and visual storytelling for use across video and social channels.

### Approach

- Built a story-first concept focused on mindset and identity rather than generic promo content.
- Wrote the script and directed creative execution to deliver a polished, emotionally grounded brand piece.
- Structured the final asset for reuse across social touchpoints to support audience growth.

### Impact

- Drove a 50% increase in views and 3x increase in DMs.
- Improved message clarity and positioned the brand with a stronger premium feel.

- Demonstrates ability to turn narrative writing into commercial campaign impact.

Tools: Scriptwriting, Creative Direction, Editing, Brand messaging

## **Additional Campaign Snapshot**

### **K2P Fitness - Social Brand Campaign**

Led creative direction for a social campaign built around high-energy visuals and motivational messaging. Focused on positioning, content clarity, and audience connection through story-led social assets and post-production polish.

- Positioned the brand as premium and results-driven through a more cohesive campaign tone.
- Created audience-facing assets designed for engagement, consistency, and repeat content use.
- Reinforced experience translating performance content into stronger brand storytelling.

### **Aaron Cole ft. Koryn Hawthorne - 'Down Like That' Campaign Visual**

Supported the creative team behind a cinematic music video campaign visual tied to 'Down Like That,' contributing to storytelling alignment, visual polish, and audience-facing execution. Worked behind the scenes to help match the single's emotional tone with narrative-driven presentation and strong post-production finish.

- Supported visual storytelling decisions and creative alignment across the campaign asset.
- Contributed editing and post-production polish to strengthen pacing, tone, and presentation.
- Helped deliver a cohesive audience-facing piece within a collaborative entertainment workflow.

## Narrative Writing and Script Development

Inter Miami's ACD role emphasizes scripts, headlines, narratives, and campaign frameworks. My writing background strengthens that exact part of the job.

### Screenwriting

Wrote original screenplays and story concepts focused on dialogue, pacing, character arcs, and cinematic structure. This work sharpened my ability to build emotional momentum and write for visual execution, which translates directly into campaign scripting and brand voice work.

### Novel - Gods Abolish Their Shackles (GATS)

Authored a completed speculative thriller novel, developing long-form story architecture, world-building, and disciplined drafting workflow. That long-form writing practice improves how I build campaign systems: clear stakes, consistent tone, and connected moments across channels.

#### How this translates to Inter Miami

- Stronger scriptwriting for branded video, social spots, and hype content
- Sharper headlines and campaign naming through narrative and rhythm awareness
- Better editorial judgment for moments, sequencing, and fan-facing story arcs
- Consistent brand voice across partnerships, social, stadium, and experiential work

## Experience Summary

### **BraxMov, LLC - Founder and Creative Director (2013-Present)**

Led campaign strategy, brand storytelling, and video-first creative execution across automotive, fitness, real estate, coaching, and lifestyle brands. Managed projects from concept through rollout, including scripts, visual direction, and production leadership.

### **Nelson Mazda - Digital Marketing and Creative Lead (2022-2023)**

Directed digital campaign creative, wrote scripts and messaging, and partnered with leadership to align creative output with sales goals in a high-volume environment.

### **Vanderbilt University Medical Center - Marketing and Content Strategist (2017-2022)**

Produced enterprise content systems, executive communications, and multimedia assets in a complex organization, balancing creative standards with high-stakes institutional communication needs.

### **Agency and Entertainment Experience (2014-2022)**

Delivered creative work across agencies, production teams, and entertainment organizations, supporting artist campaigns, branded content, and fast-turn audience-facing creative.

#### **Selected strengths for this role**

- 10+ years across agency, entertainment, and in-house creative environments
- Comfortable moving between strategy, writing, direction, and execution
- Experience supporting culture-driven brands and fan-facing storytelling
- Strong fit for high-visibility, fast-turn campaign development

## Closing and Contact

Thank you for reviewing this portfolio. I am applying to Inter Miami CF because the club sits at the intersection of sport, culture, and storytelling - the exact environment where I do my best creative work.

### Contact

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Portfolio note: Website and PDF are intentionally paired - the website provides live work access while this PDF provides a concise case-study view tailored to the role.