

**Braxton Joy**

# Associate Video Producer Portfolio

Tailored for Saviynt: post-production, motion graphics, production support, cross-functional collaboration, and technical storytelling.

Selected work aligned to enterprise content, brand storytelling, internal communications, stakeholder-driven delivery, and modern video workflows.

*“Where clarity meets cinematic. Where strategy becomes story.”*

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## Focus for this submission

- Motion-first editing and post-production
- Solo / small-crew production support
- SME and stakeholder collaboration
- Organized workflows, version control, and AI-assisted production

## Why this version is tailored

This portfolio reframes existing work around the Saviynt role: how complex ideas are translated into clear goals, how content is delivered across stakeholders, and how production workflows span from kickoff through final delivery.



Post-Production & Motion Graphics

Production & On-Set Support

Cross-Functional Collaboration

Technical Workflow Excellence

# Saviynt Fit Summary

The strongest alignment is not just creative quality - it is the combination of post-production discipline, stakeholder-facing execution, small-team production support, and the ability to turn complex information into clean, usable content.

## Post-Production & Motion Graphics

- Edit polished deliverables from kickoff to final delivery
- Build motion-driven campaigns and branded assets
- Use Adobe Premiere Pro, After Effects, Photoshop, Illustrator
- Apply AI-assisted rough cuts, transcription, cleanup, and optimization

## Production & On-Set Support

- Plan and execute solo / small-crew shoots
- Guide interviews, capture b-roll, and direct on-camera participants
- Support lighting, camera setup, and audio capture
- Deliver multi-format assets for web, social, presentations, and campaigns

## Cross-Functional Collaboration

- Partner with leadership, clients, and internal teams
- Manage review cycles, revisions, timelines, and expectations
- Translate business goals into visual storytelling
- Maintain brand consistency across fast-moving projects

## Technical Workflow

- Organize assets, file structures, delivery, and archives
- Work across Microsoft 365, Teams, SharePoint, CMS, and Adobe CC
- Blend cinematic craft with operational clarity
- Stay current with AI-assisted and modern production workflows

## Selected proof points pulled from resume and portfolio

**150+**

multimedia deliverables produced across client work

**100+**

enterprise assets produced for VUMC

**20,000+**

employee audience supported in healthcare environment

**\$25M+**

sales impact attributed to Mazda campaign work

**45%**

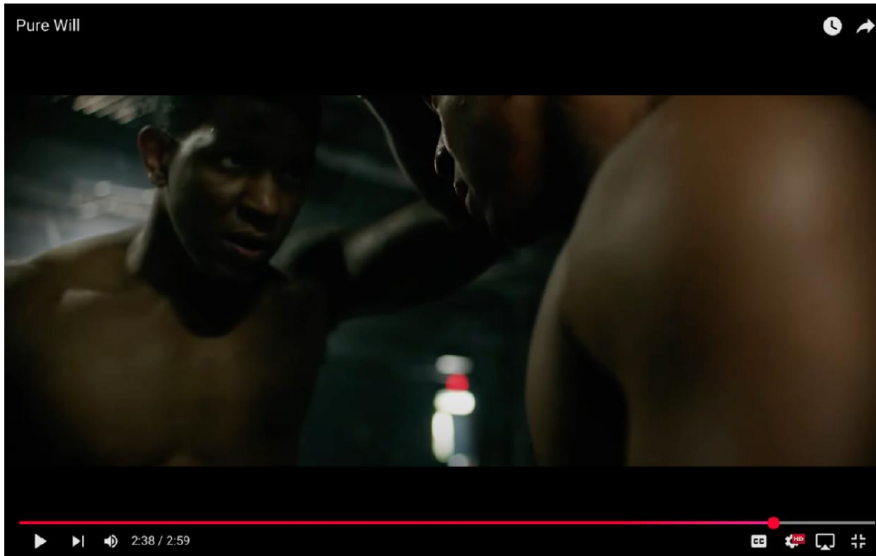
average engagement growth across client deliverables

### Important translation for Saviynt

My background is strongest in brand, enterprise communications, and stakeholder-driven video rather than pure software-demo work. The direct match is in the underlying skill set: simplifying complex information, producing polished motion-forward assets, working with subject-matter experts, and keeping organized delivery workflows under real deadlines.

# Motion-Driven Campaign Work

These projects show editing, creative concepting, performance-minded delivery, and the ability to make brand messaging feel immediate and watchable across digital channels.



## Percy Bell Fitness - "Pure Will"

**Role:** Creative Director, Producer Oversight, Post-Production Leadership  
**Relevant to Saviynt:** end-to-end workflow ownership, motion-first editing, platform-native delivery, stakeholder-aligned revisions.  
**Impact:** 50% increase in reach; 3x increase in client acquisition; repeatable campaign model used in future pushes.



## K2P Fitness Brand Launch

**Role:** Creative Director, Campaign Architect, Editor  
**Relevant to Saviynt:** fast, clear visual storytelling designed for conversion; adaptable campaign framework; multi-platform thinking from the start.  
**Impact:** 5x increase in conversions from cold outreach; 1,000+ impressions in first 48 hours; established early brand credibility.

# Corporate Brand Film with Business

## Impact

Best example of balancing cinematic quality with disciplined brand clarity - exactly the kind of polish that enterprise marketing teams expect.



### Nelson Mazda - "One Word"

#### Launch Video

##### Role

Creative Director, Story Development, Motion Oversight

##### What translated well

- Minimalist concepting that clarified the message fast
- Motion design and editing decisions built for recall
- Clean collaboration between creative direction and brand requirements
- Structured delivery aligned to campaign strategy and audience goals

##### Results

- 40% increase in campaign reach
- \$25M in attributed sales growth during promotion period

#### Brand clarity

Cinematic work held inside corporate standards

#### Editing discipline

Structured for emotional impact and recall

#### Stakeholder fit

Creative aligned to business outcomes

# Enterprise, Internal Communications, and Stakeholder-Facing Work

This is the section most directly relevant to Saviynt's need for complex-message storytelling: turning operational, policy, onboarding, and stakeholder information into clear visual content that people can actually use.

## Vanderbilt University Medical Center

### Scope

Produced 100+ enterprise multimedia and communications assets for a 20,000+ employee organization.

### Included

- Videos, presentations, onboarding materials, digital signage, web/intranet visuals, toolkits, and reusable templates
- Cross-functional planning, review cycles, and brand consistency in a high-trust environment
- SharePoint / intranet publishing and structured content-library workflows

### Results

- 50% improvement in communication reach
- 25% reduction in onboarding time

## Government + Financial Services Projects

### Tennessee Department of Human Resources + Davidson County District Attorney's Office

Produced presentation and instructional content that translated policy, process, and operational information into clear visual materials while managing stakeholder revisions, approval workflows, accuracy, and discretion.

### American Airlines Credit Union (project)

Created executive-ready presentation assets and campaign visuals under tight review-driven timelines.

## Why this matters for Saviynt

- Comfort with SMEs, internal teams, and approval-heavy environments
- Strong foundation for explainer content, internal marketing, and how-to assets
- Clear experience simplifying dense information without losing professionalism

### High-trust

Healthcare, government, and financial-services environments

### Clear visuals

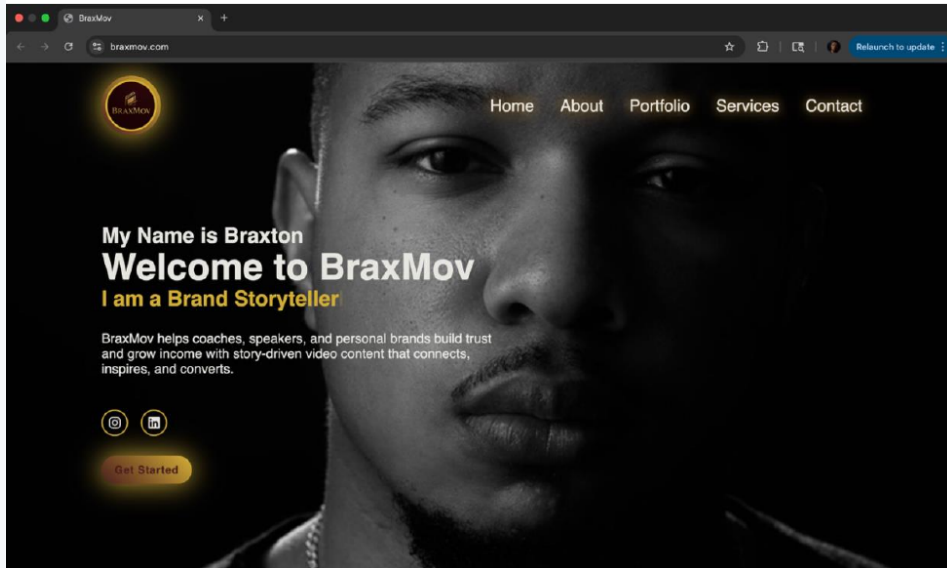
Complex information turned into usable content

### Organized delivery

Content libraries, revisions, deadlines, approvals

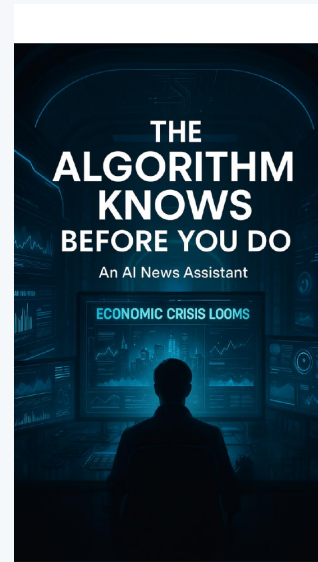
# Technical Fluency & Product-Minded Adaptability

Saviynt wants someone who can keep pace with modern workflows. This page highlights the technical side of the portfolio: web fluency, motion experimentation, AI-assisted processes, and the ability to bridge creative storytelling with digital product context.



## Custom-Coded Portfolio Site

Built a custom, mobile-responsive site in HTML, CSS, and JavaScript. The value here is not just design - it shows comfort with digital structure, UX thinking, and translating brand strategy into interactive experiences.



## AI-Powered News Prediction Concept

Conceptualized and produced an AI-assisted teaser using Midjourney, Photoshop, and After Effects. This supports the Saviynt story around experimentation, motion design, and emerging-tool fluency.

**Tools and workflows I would bring into this role:** Adobe Premiere Pro, After Effects, Photoshop, Illustrator, InDesign, Audition, Microsoft 365, Teams, SharePoint, Canva, CMS, AI-assisted editing workflows, structured file organization, version control habits, multi-format exports for social / presentation / internal channels, and a strong base in interview-driven production and post.