

# Braxton Joy | Subway-Tailored Portfolio

Creative & Digital Services Manager • Miami, FL

**Hands-on multimedia leader** with 10+ years producing executive-ready design, video, presentations, internal communications, and digital content systems across enterprise, healthcare, government, automotive, entertainment, and client-service environments.

This version intentionally emphasizes the parts of my background that map most directly to Subway's role: **visual design, video production, presentation design, internal communications, SharePoint/intranet support, asset organization, and cross-functional creative execution.**

## Best-fit strengths for this role

- Executive-ready presentations, infographics, and campaign assets
- End-to-end video: storyboarding, filming, editing, audio, motion
- Internal communications and training content
- SharePoint / intranet-friendly content thinking
- Content libraries, templates, and asset organization
- Direct work with executives, communications, ops, and stakeholders

**2.5M+**  
video views

**\$25M+**  
sales-supported  
campaign impact

**100+**  
enterprise assets  
/ onboarding  
materials

**20,000+**  
employee audience  
reach context

**Role match in one line:** I create polished visual communication that helps organizations explain priorities clearly, move projects forward, and deliver business-ready content across presentation, video, internal communication, and digital channels.

## Contact

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## Featured links

Video pitch: [youtu.be/AO4tTstY-zA](https://youtu.be/AO4tTstY-zA)  
Portfolio site: [braxmov.com](http://braxmov.com)

# Why this background fits the Subway role

Selected proof points mapped to the job description

## Executive-ready design

Produced presentations, one-pagers, onboarding materials, newsletters, toolkits, infographics, and leader-ready communications across Vanderbilt, BraxMov, government, and client environments.

## Video production & motion

Produced end-to-end video content including conceiving, scripting, storyboarding, filming, editing, audio, and motion-based explainers; created 30+ cinematic ads with 2.5M+ views at Mazda.

## Internal communications

Built employee-facing content, training materials, executive messaging, recap materials, and change-oriented communication assets for healthcare, government, and distributed audiences.

## SharePoint / intranet support

Managed intranet and SharePoint publishing standards, templates, content structure, and lifecycle upkeep; designed digital layouts, visuals, and supporting assets for internal use.

## Collaboration & project management

Worked directly with executives, communications, operations, vendors, and stakeholders; managed review cycles, approvals, revisions, priorities, and multiple concurrent deliverables.

## Asset organization & usability

Built repeatable creative systems, digital asset libraries, content packages, and ready-to-use materials designed to improve clarity, consistency, and speed.

**Most relevant experience anchors:** Tennessee Department of Human Resources (training and instructional content), Vanderbilt University Medical Center (internal communications, onboarding, intranet/SharePoint, executive messaging), Davidson County District Attorney's Office (government digital content), Mazda (campaign and video production), and BraxMov (end-to-end multimedia strategy and execution).

# Internal comms, training, and deck design

Examples aligned to enterprise communications, onboarding, and presentation clarity

## Why this matters for Subway

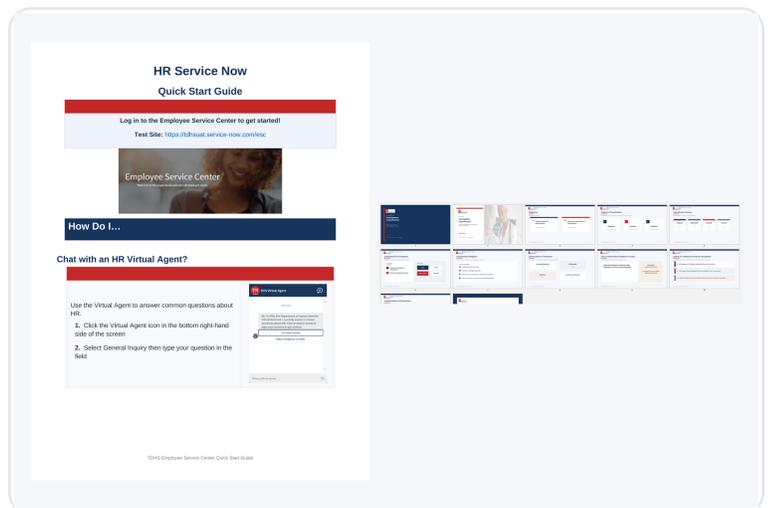
The role calls for a creative who can support enterprise communications, culture initiatives, presentations, and intranet-friendly content. These samples show practical, business-facing design work focused on clarity, usability, and content organization.

## Relevant experience signals

- Training videos, explainers, presentations, brochures, scripts, and instructional materials
- Enterprise-facing onboarding assets, leader-ready communications, and SharePoint content
- Clear translation of policy, process, and operational information for internal audiences

## Subway role tie-in

Clear messaging, strong hierarchy, and business-ready execution for internal campaigns, leader communication, and presentation design.





# Systems, tools, and how I work

The operational side of the creative skill set

## Platforms & tools

Adobe Premiere Pro, After Effects, Photoshop, Illustrator, Microsoft 365, PowerPoint, SharePoint, Teams, Canva, Figma, HTML/CSS, Visual Studio Code.

## Typical workflow

Intake and goal clarification • message framing • content structure • design / production • stakeholder review • revision management • final delivery • asset organization.

## What I bring to teams

Clear communication, fast context-switching, business-minded creative judgment, respect for approvals, and the ability to work with executives, communications partners, operations, and vendors.

## Why this is a fit

The role sits at the intersection of visual design, internal communication, enterprise content, video, and systems thinking. That combination matches the way I already work.

## Bottom line

This portfolio is strongest when positioned as a **hands-on enterprise creative**: someone who can move comfortably between presentations, internal communications, training content, video, visual systems, and digital execution while keeping the message clear and the work polished.