

CREATIVE STRATEGY PORTFOLIO

Creative Strategy. Concepts. Copywriting.
2019 – Present.

Naomy Grand’Pierre

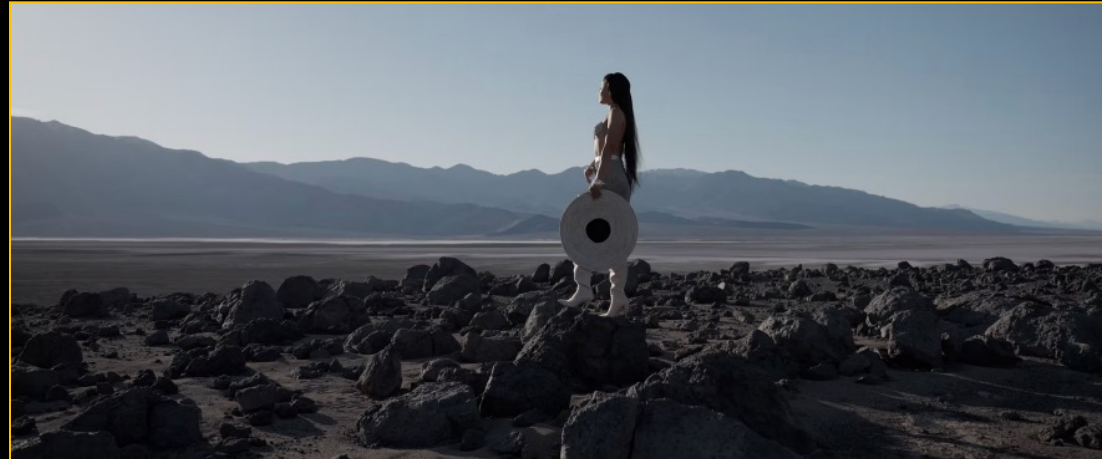
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ABOUT MY CREATIVE PROCESS

CASE STUDY OVERVIEW



Nov 7, 2025 • 7 min read



Taming Creativity: A Case Study on the Creative Process, from...

Completing a project in its entirety and to its highest potential, is the great challenge of every artist. Here's a case study about our artist journey.

My collaboration with creative director Abdias Laguerre of Lux Media & Marketing stands as a living testament to my philosophy: *conversation creates collaboration creates art.*

A crucial part of my role is knowing when to wield strategy as a tool to protect, translate, or amplify a creative vision. While Abdias, the project's creative force, dreamed in chords and colors, I served as the strategic translator, grounding each imaginative idea with structure designed to resonate, inspire, and drive both business and cultural impact. This work included managing content development, campaign strategy, social media promotion, and project management, while securing accurate press coverage, coordinating talent schedules, and communicating with stakeholders at every step of the creative process.

[Read more here.](#)

CREATIVE STRATEGY

STRATEGY, GO TO MARKET CAMPAIGNS FOR 25+ DIRECTORS & CEOS

- ✓ Produced brand-specific materials as investor cases and a production briefs, by converting abstract ideas or complex frameworks into defined commercial offerings and investment-ready structures. Establishing positioning, category definition, tiered sponsorship systems, creative briefs, brand guides, and go-to-market playbooks so sponsors know what they are buying, crews know what to build, and audiences understand the product.

The Healing Tour.
A Men's Mental Health Tour & Cultural Movement
CREATED & DIRECTED BY ABDIAS LAGUERRE

Project Overview
The Healing Tour is a short film on an international tour across 6 cities, with each stop designed to move audiences from watching to the film's emotional journey, to reflecting, to connecting.

Film Overview
As a director and producer, Abdias channels his personal experience with a poignant short film, "The Healing Tour". The film is a powerful statement on the importance of mental health awareness, particularly for Black men. It is a story of a man's journey from a place of deep pain to a place of healing and connection.

Who This Is For
Haitian Professional / Immigrant Hustler
Location: Miami / New York
Age: 25-45
Identity-Struggling Student
Location: Montreal / Boston / Paris
Age: 25-35

Where We're Going
Miami, FL (4,000 est.) New York, NY (2,500 est.) Boston, MA (3,000 est.)
Montreal, QC (2,500 est.) Paris, France (1,500 est.) Port-au-Prince (10,000+ est.)

Why This? Why Now? Why Abdias?
Lived, not performed
Culturally specific, universally resonant
The timing is right
Film as emotional release

The Pain Point
More than 6 million men are silently suffering with depression, and only 35% will ever speak up and seek care.
This silence has a body count. Men are 4x more likely to die by suicide than women, and since 2010, suicide rates among men aged 25-34 have climbed 30%.
This crisis cuts deeper in our community. With 1 in 10 men living with depression or anxiety right now, Black men are nearly 3x more likely to die by suicide than white men. For many Black men, the stigma of mental health issues is even more insidious than for white men.

The Market Opportunity
While mental health awareness is at an all-time high, the demand for healing spaces built specifically for men remains almost entirely gone.
Only 1% of U.S. professionals in Black, Latino and Asian communities have ever sought mental health care, and since 2010, suicide rates among men aged 25-34 have climbed 30%.
Hoping to fill this gap, The Healing Tour is a powerful, emotional, and culturally specific experience that will resonate with men who need it most.

Abdias Laguerre
Abdias Laguerre is a Haitian-American director, producer, cinematographer, and the founder of his studio & marketing, "The Healing Tour". He is a multi-talented creative who has worked on a variety of projects, including the short film "The Healing Tour" and the feature film "The Healing Tour". He is a passionate advocate for mental health awareness and is committed to creating a safe space for men to share their stories.

Partner Packages
Global Partner Package
Private to the full project across all 6 cities, the tour, the tour's content, and the tour's marketing. This package includes all the rights to the tour's content, the tour's marketing, and the tour's distribution. It is a one-time fee that covers everything you need to launch the tour in your city.

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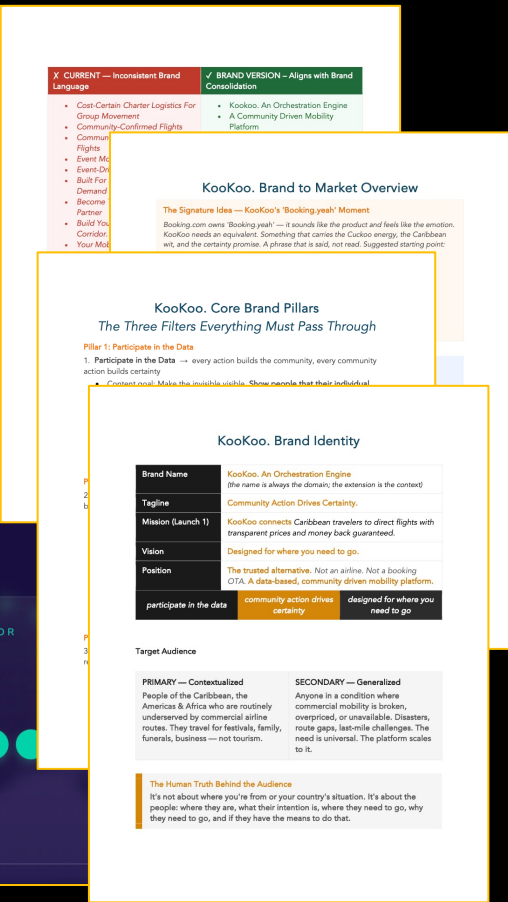
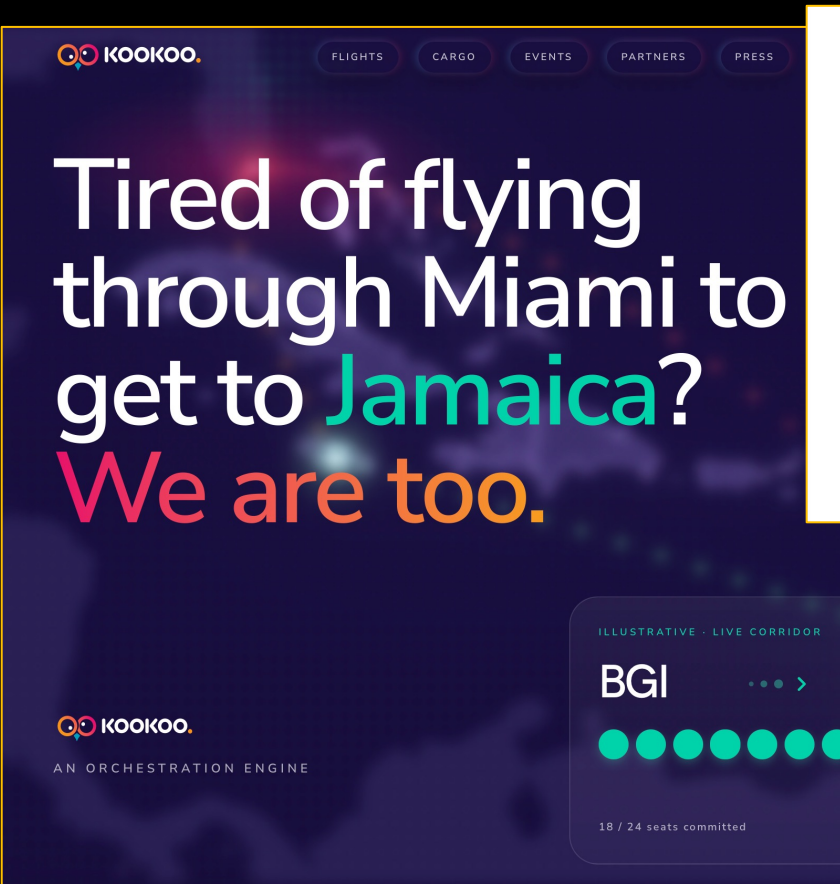
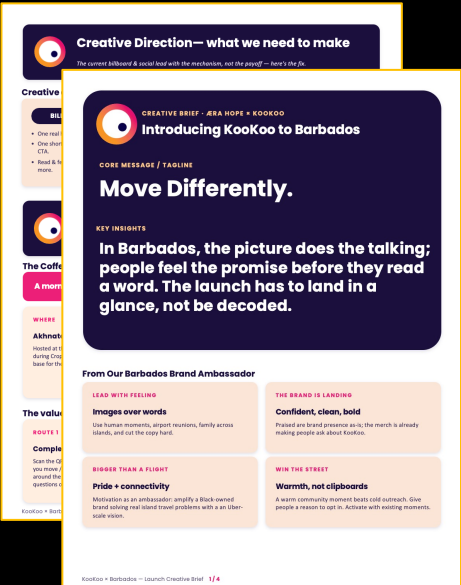
BRAND STRATEGY, KOOKOO. BRAND DEVELOPMENT

- ✓ Owned the founding brand strategy engagement for KooKoo, a Caribbean aviation tech startup, working directly with the CEO through a proprietary discovery framework to define market differentiation, mission, vision, purpose, positioning, brand identity, and brand voice; established the naming architecture across a seven-product ecosystem.



CREATIVE STRATEGY, KOOKOO.ONE GO TO MARKET LAUNCH & CAMPAIGN DEVELOPMENT

✓ Directed KookKoo’s Caribbean market-entry and communication strategy by converting locked platform vocabulary and translating a complex demand-aggregation model into plain-language campaign messaging for defined audience segments, producing the communication package, brand guide, and go-to-market playbook, and authoring the creative brief that directed the public launch across the website, app, social media, print and on-the-ground activation.

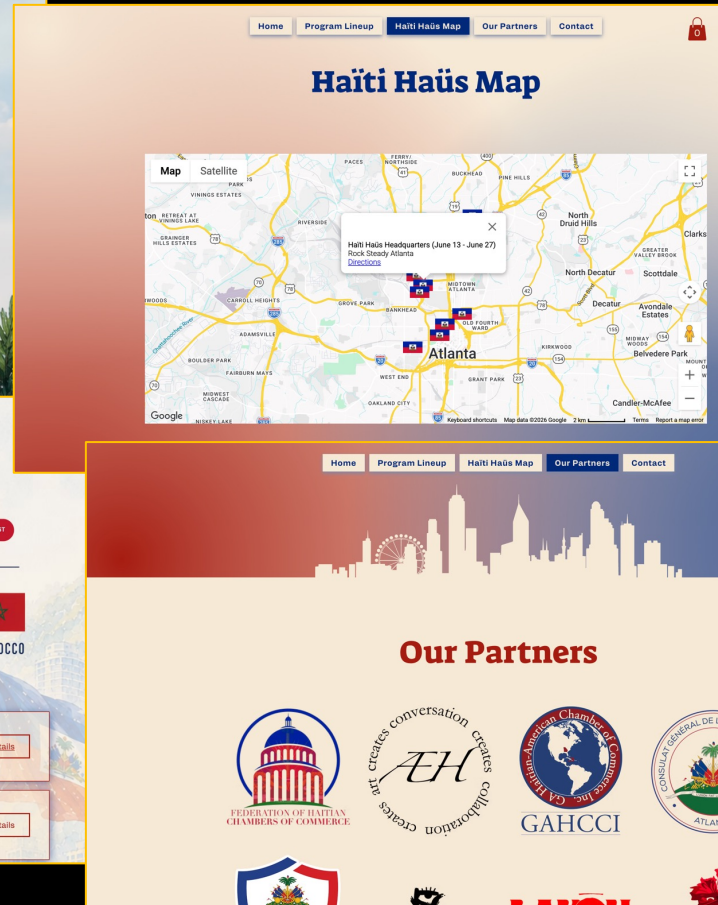


CREATIVE DIRECTION, HAÏTI HAÜS WORLD CUP PILOT

- ✓ Produced and managed all creative outputs across go-to market launch and pilot activation, serving as the central hub of information in Atlanta, galvanizing organizations and audiences around a shared World Cup calendar while uniting the national Haitian audience around a historical cultural moment. Creative outputs: social media campaigns, signage, flyers and website.



CREATIVE DIRECTION, HAÏTI HAÜS WORLD CUP PILOT (CONT'D)



CREATIVE STRATEGY, HAÏTI HAÜS GO TO MARKET LAUNCH & CAMPAIGN DEVELOPMENT

- ✓ Orchestrated the go to market launch of Haïti Haüs leading up to the 15-day World Cup pilot activation. Managed end to end production and secured 19 partnerships. Marketing efforts led to multiple venues reaching seating capacity and selling out of inventory, with partners reporting revenue increases of 2–3x on activation days.

ATLANTA PILOT • JUNE 13 – 27, 2026

HAÏTI HAÜS

HAITI'S HOME TO CELEBRATE OUR
ATHLETES ON THE WORLD STAGE.



ATLANTA PILOT • JUNE 13 – 27

HAÏTI HAÜS

A coordinated experience & centralized calendar for Haitian events across Atlanta as Haiti competes in three historic soccer matches.

PROGRAM LINEUP

SAT JUN 13	★	HAÏTI HAÜS KICK OFF & WATCH PARTIES Haiti vs Scotland - Doors 3PM / Match 9PM - Haiti Haüs Affiliate Venues (TBA)
SUN JUN 14		WORLD CUP KICK OFF FT. KAJU DANCE TROOP (KID FRIENDLY) 10AM-3PM - Children's Museum of Atlanta
TUE JUN 15		OPEN FOR PARTNER ACTIVATION Time TBA - Location TBA
WED JUN 16		OPEN FOR PARTNER ACTIVATION Time TBA - Location TBA
THU JUN 17		THIS UNEXPECTED LOVE - FILM SCREENING 6PM-9PM - Location (TBA)
FRI JUN 18		OPEN FOR PARTNER ACTIVATION 7PM-9PM - Location (TBA)
SAT JUN 19		KOMPA DANCE CLASS 10:30AM-12PM - Location (TBA)
SUN JUN 20	★	HAÏTI HAÜS JUNETEENTH WATCH PARTIES Haiti vs Brazil - Doors 3PM / Match 8PM - Haiti Haüs Headquarters & Affiliate Venues (TBA)
MON JUN 21		OPEN FOR PARTNER ACTIVATION Time TBA - Location TBA
TUE JUN 22		ECUMENICAL UNITY SERVICE 10:30AM-12:30PM - St. Peter and Paul Catholic Church
WED JUN 23		HAÏTI BEYOND THE CUP - PANEL & CONVERSATION 5PM-7PM - Midway College
THU JUN 24	★	LAKAY MARKETPLACE Doors 12PM - Location TBA
FRI JUN 25		AYITI UNSCRIPTED @ ATLANTA CULTURE EXCHANGE 1PM-2PM - Old CNN Building, 8th Floor
SAT JUN 26		HAÏTI HAÜS WATCH PARTIES Haiti vs Morocco - Doors 12PM / Match 8PM - Haiti Haüs Affiliate Venues (TBA)
SUN JUN 27	★	LAKOU FÊT FESTIVAL & WATCH PARTY Haiti vs Morocco - Doors 12PM / Match 8PM - Westside Motor Lounge
MON JUN 28		TAP TAP AFTER PARTY 10PM-Late - District Atlanta
TUE JUN 29		PORTE OUVERTE: ALIZÉ BY SOUF COLLECTIF 10AM-3PM - Subtown
WED JUN 30		EXCLUSIVE MOVIE SCREENING - HAITIAN FILM 7PM-9PM - Location TBA
THU JUN 31	★	HAÏTI HAÜS SEND OFF CELEBRATION 5PM-11PM - Haiti Haüs Headquarters (TBA)

★ Flagship event • Match Day • Cultural • Partner
Times and venues subject to change. Partner activations to be confirmed.

WWW.HAITHAUS.COM

ATLANTA PILOT • JUNE 13 – 27, 2026

HAÏTI HAÜS

OUR 15 DAY ATLANTA PROGRAM CALENDAR CENTERS
AROUND HAITI'S THREE HISTORIC SOCCER MATCHES.

MATCH DAY 9:00PM EST	MATCH DAY 8:30PM EST	MATCH DAY 8:00PM EST
6/13 Boston Match	6/19 Philly Match	6/24 ★ Atlanta Match ★
HAITI X SCOTLAND	HAITI X BRAZIL	HAITI X MOROCCO

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ATLANTA PILOT • JUNE 13 – 27, 2026

HAÏTI HAÜS

PARTNERSHIP TIERS



PROGRAM PARTNER
Hosting an event during the World Cup the Haitian community should know about? You get placed on the official Haïti Haüs Program Calendar with links to your activation.



SATELLITE PARTNER
A venue with Haitian cuisine, cocktails, and culture hosting multiple events? We dress your venue as an official Haïti Haüs Satellite Event with guaranteed access to authentic Haitian culture.



IN-KIND OR ALTERNATIVE PARTNER
Offer a venue, food, drink, talent, media, or product. Reviewed case by case and matched to equivalent tier (Event Partner level and above).

VENUE | FOOD | LIQUOR | MUSIC

PARTNER@HAITHAUS.COM



EVENT PARTNER
Hosting a watch party? We amplify your Haïti Haüs Event the match day.



BUSINESS PARTNER
Put your brand at the center of everything below, plus all assets — calendar, social — and top 15-day.



IN-KIND OR ALTERNATIVE PARTNER
Offer a venue, food, drink, talent, media, or product. Reviewed case by case and matched to equivalent tier (Event Partner level and above).

VENUE | FOOD | LIQUOR | MUSIC

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HAÏTI HAÜS

A SPECIAL THANK YOU TO OUR ATLANTA PARTNERS
WHO MADE THIS PILOT POSSIBLE!



BRAND STRATEGY, HAÏTI HAÜS BRAND DEVELOPMENT

- ✓ Originated Haïti Haüs concept and authored the pitch securing approval from the Haitian Olympic Committee and the City of Atlanta for on the ground execution. Developed the pilot itinerary, unionized city wide stakeholders and aligned World Cup calendar with clear activation vision to successfully onboard 19 partnerships and capture 450k+ audience engagement throughout programming.

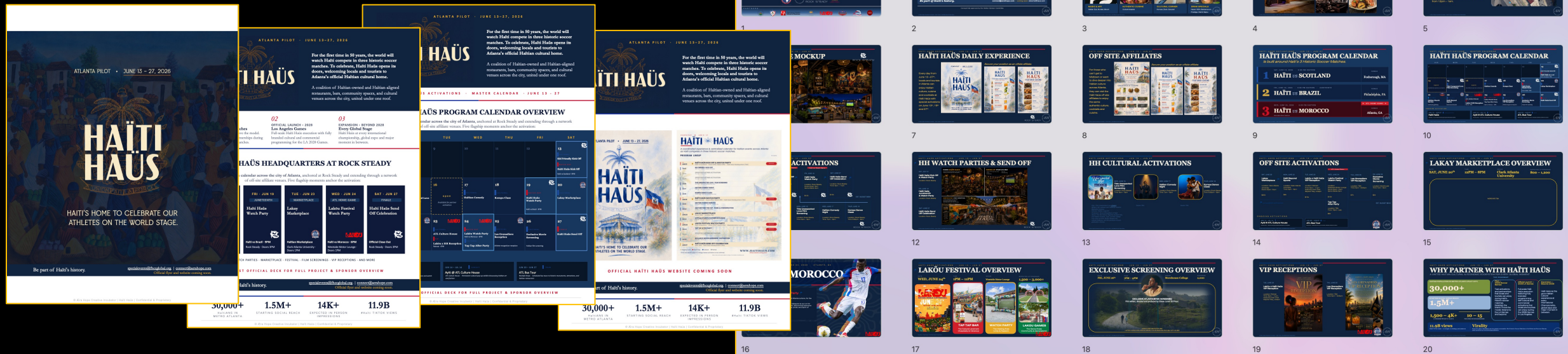
ATLANTA PILOT · JUNE 13-27, 2026 · ROCK STEADY



HAÏTI HAÜS

For the first time in 50 years, the world will watch Haiti compete in three historic soccer matches. To celebrate, Haïti Haüs opens its doors, welcoming locals and tourists to Atlanta's official Haitian cultural home.

A coalition of Haitian-owned and Haitian-aligned restaurants, bars, community spaces, and cultural venues across the city, united under one roof.

The collage displays various slides from the Haïti Haüs brand development presentation, including:

- Slide 1:** ATLANTA PILOT · JUNE 13 - 27, 2026. For the first time in 50 years, the world will watch Haiti compete in three historic soccer matches. To celebrate, Haïti Haüs opens its doors, welcoming locals and tourists to Atlanta's official Haitian cultural home.
- Slide 2:** HAÏTI HAÜS AT A GLANCE. Overview of the program.
- Slide 3:** HAÏTI HAÜS ATLANTA EXPERIENCE. Overview of the experience.
- Slide 4:** HAÏTI HAÜS HEADQUARTERS. Overview of the headquarters.
- Slide 5:** WHY ROCK STEADY? Overview of the Rock Steady venue.
- Slide 6:** HAÏTI HAÜS PROGRAM CALENDAR OVERVIEW. Overview of the program calendar.
- Slide 7:** HAÏTI HAÜS DAILY EXPERIENCE. Overview of the daily experience.
- Slide 8:** OFF SITE AFFILIATES. Overview of off-site affiliates.
- Slide 9:** HAÏTI HAÜS PROGRAM CALENDAR. Overview of the program calendar.
- Slide 10:** HAÏTI HAÜS PROGRAM CALENDAR. Overview of the program calendar.
- Slide 11:** HAÏTI HAÜS PROGRAM CALENDAR. Overview of the program calendar.
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- Slide 19:** HAÏTI HAÜS PROGRAM CALENDAR. Overview of the program calendar.
- Slide 20:** HAÏTI HAÜS PROGRAM CALENDAR. Overview of the program calendar.

Key statistics and metrics shown in the slides include:

- 30,000+** VISITORS IN BETTING ATLANTA
- 1.5M+** STARTING SOCIAL REACH
- 14K+** EXPECTED IN PERSON ENGAGEMENT
- 11.9B** PAID TIKTOK VIEWS
- 30,000+** VISITORS IN BETTING ATLANTA
- 1.5M+** STARTING SOCIAL REACH
- 14K+** EXPECTED IN PERSON ENGAGEMENT
- 11.9B** PAID TIKTOK VIEWS

CREATIVE DIRECTION, MOOD BOARDS & BRIEFS



POLAROID x HAITI

A nation returns after 51 years — captured the way we

WHAT WE CAPTURE

Portraits (1-2): Intimate, controlled portraits of the national team. Faces carrying 51 years of waiting.

Match Day (Flip): Tunnel, warm-ups, bench, stands. Fast, inclusive, built for chaos.

The Concert (Flip): Michael Brun's show the night before. Artists, players, and community together.

The Community: Boston's Haitian diaspora, three generations reunited for one match.

THE PARTNERSHIP

ASK

- ✓ Product support (1-2, Flip, film)
- ✓ Official partnership status
- ✓ Co-branded release (social + YouTube)

RETURN

- ✓ Exclusive content from a historic moment
- ✓ Inclusive Flip + I-2 brand narrative
- ✓ Michael Brun + Haitian national team association
- ✓ Campaign ready assets

DELIVER

- ✓ Player
- ✓ Match
- ✓ Concert
- ✓ Behind
- ✓ Social
- ✓ Physical player

BY LEO VOLCY

Leo Volcy is a Haitian-American filmmaker, producer and creative director. He has worked for four years as **Creative Director** for Michael B. Jordan campaigns (D'Adda, Propel, MOSS), Creed III (Associate Producer), and an MGM feature production (Producer). He **documented the Haitian 2024 Olympic** the needle forward developing culturally driven storytelling to empoc



SHOT BY LEO VOLCY

TEAM HAITI CONTENT DAY OVERVIEW

Haiti returns to the World Cup after 51 years. Every moment and memory

PART 1 | PORTRAITURE SHOT BY LEO VOLCY

We will photograph each player in their official uniform using Film and Polaroid. Portraits will be organized into four groups: Captains, Positions, Coaches and

- ✓ Each session includes both close-up and full-body shots.
- ✓ Every player will sign their Polaroid photo.
- ✓ Each signature will include their jersey number and/or position.



DESIGN ASSETS

The signed Polaroids become the foundation for a design series. Each signature will be hand-sketched alongside the team crest and symbols from Haitian culture, creating a piece that honors both the player's individuality and their place on the team. These assets give fans a deeper connection to each person on the roster.



SET DESIGN | COAT OF ARMS

We will build a physical set inspired by the Haitian coat of arms. The set includes a royal palm tree, cannons, and cannonballs, bringing Haiti's national symbol to life as a real environment.



PART 2 | VIDEO INTERVIEWS FT. MICHAEL BRUN

Each player will answer the same question on camera. Michael Brun will guide the conversation around music, specific and what certain artists and sounds them growing up. These videos will

- ✓ Played between perform BAYO Festival
- ✓ Shared across social media the event.



Concept Overview

This music video explores the theme of keeping love private through a visual contrast between public spectacle and intimate moments.

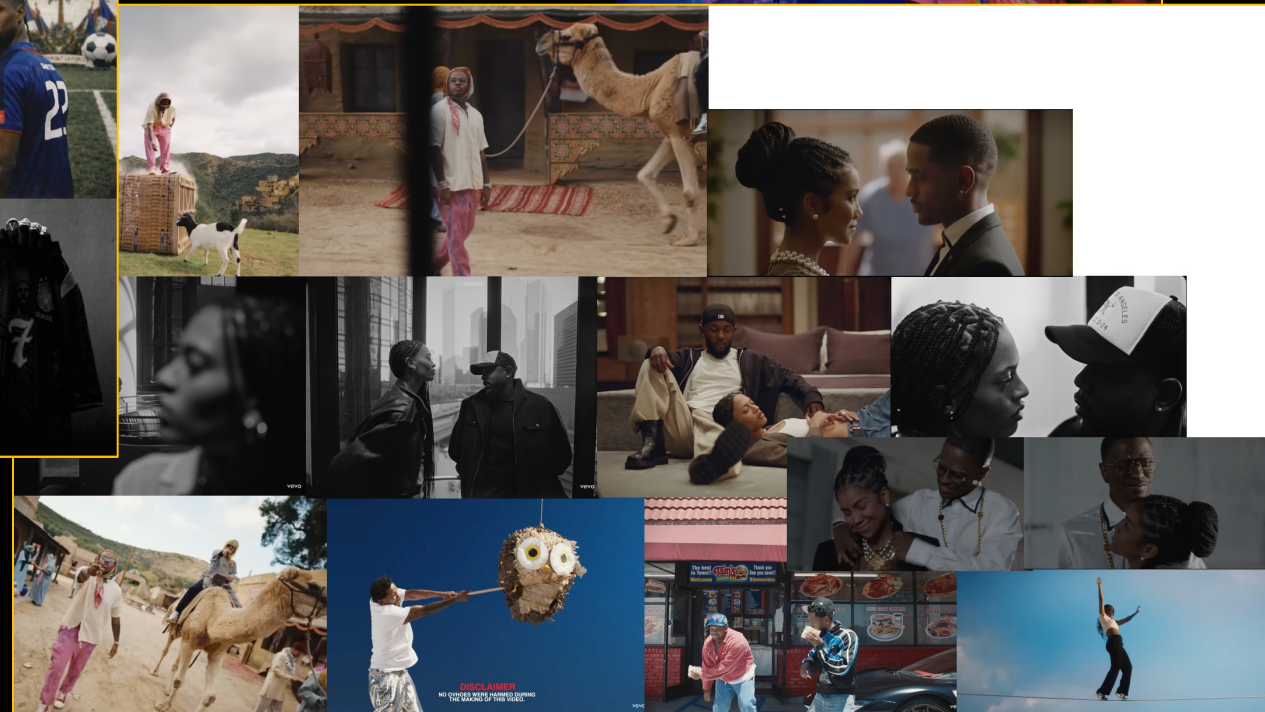
The storyline follows a famous couple navigating their love in both private and public spaces, ultimately embracing the peace and intimacy that comes with secrecy.

Soft romantic tones

Soft, flowing camera movements mirroring the ocean's waves

Contrast between public energy and private intimacy

Cinematic, dreamlike close-ups, slight grainy film effect for warmth



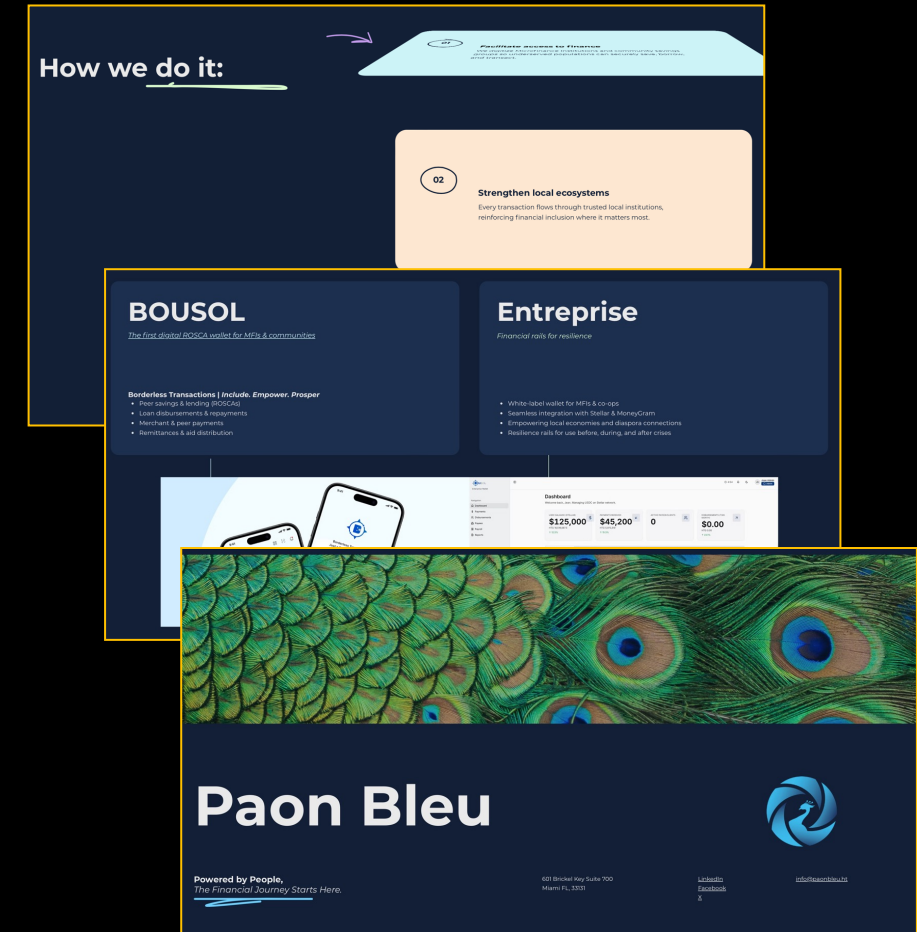
BRAND STRATEGY, PAON BLEU BRAND DEVELOPMENT

- ✓ Spearheaded the brand identity, development, and deployment for the first-ever Caribbean-based blockchain fintech solution, leading to \$200K in USAID investment matching. Continued with multicultural market research and audience education campaigns to drive investor engagement and early market adoption.



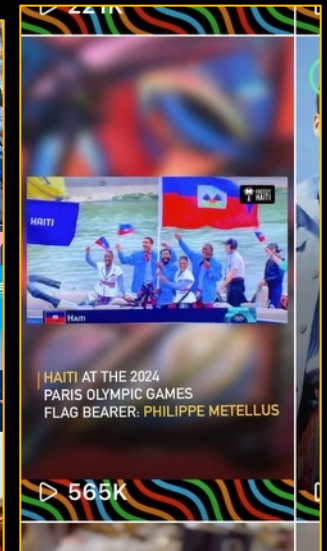
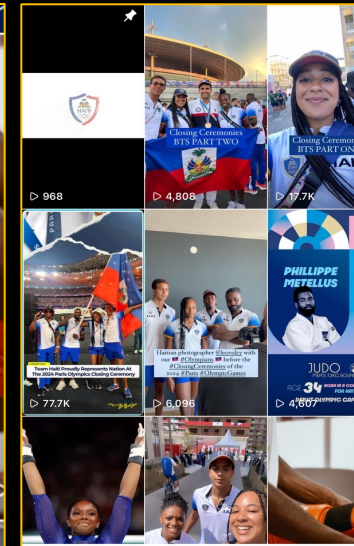
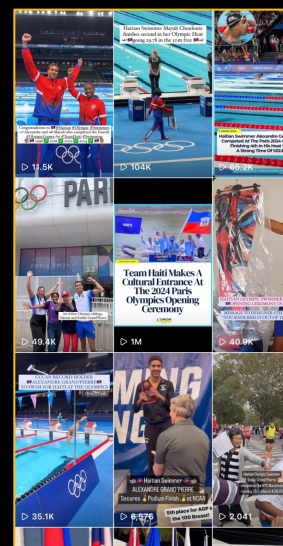
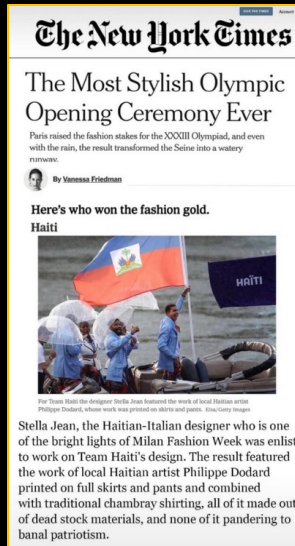
CREATIVE STRATEGY, PAON BLEU WEBSITE DEVELOPMENT

- ✓ Consolidated and streamlined the broader strategy into a cohesive, one-page website, visually showcasing the product offering while clearly communicating value, building trust, and encouraging early market adoption among investors and users.



CAMPAIGN STRATEGY, HAITI X 2024 PARIS OLYMPICS

- ✓ Catalyzed a viral shift in Haiti's global narrative from historically overlooked to prominently recognized by deploying a context-driven communication strategy that yielded unprecedented digital engagement at the Paris Olympic Games (2M+ impressions per channel with recognition from *The New York Times* and GQ).



CREATIVE DIRECTION, MANNO BEATS ALBUM DEVELOPMENT

- ✓ Led concept development and creative direction for Grammy-nominated producer Manno Beats' debut album, market positioning, and campaign strategy across production to ensure both cultural resonance and commercial success upon release.



CREATIVE STRATEGY, HEINEKEN PORTFOLIO (TORO & KINAMN NATIONAL CAMPAIGN)

- ✓ Directed end-to-end project management for simultaneous *Heineken* brand campaigns (*Kinam*, *Toro*), overseeing campaign strategy, production timelines and stakeholder communication to deliver high-performing campaigns from creative concept through final execution.

Scene 9: Passing the Moto Taxi Station

Visual

The camera then cuts to the truck passing a moto taxi station, seen from the side mirror of the truck. One of the moto taxi drivers spots the truck and raises his bottle of Toro in a salute. The truck honks in acknowledgment as it rolls by. The male hero waves back.

Narrator (V.O.)

To those who keep us moving, Toro lifts their spirits and powers the way...



Scene 4: The Fishermen / Coastal Waters

Visual

A group of fishermen are preparing their boats for the early morning catch and delivery. The male hero delivers a case of Toro to the fishermen.

Narrator (V.O.)

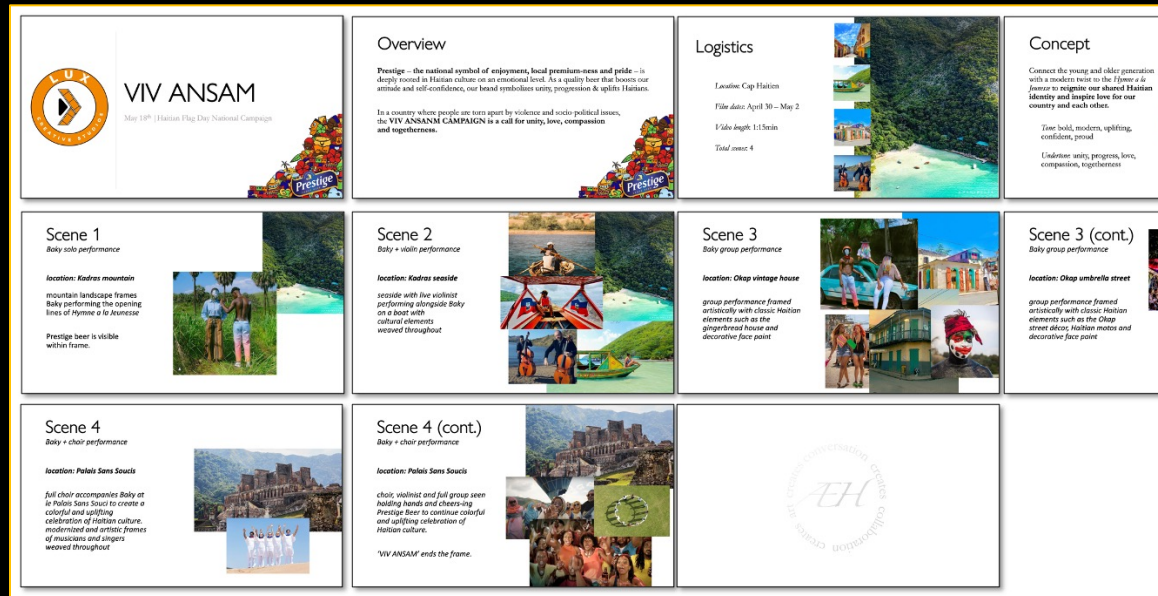
At the break of dawn, Toro joins those who dive in the day before the sun...



Project Name:			Page: 03		
Scene	Shot	Duration	Scene	Shot	Duration
Camera:			Camera:		
Notes: Fire starts to spread as the dish is getting burnt. The elements become sharper as they get frustrated			Notes: The Musician is frustrated and drops		
Scene	Shot	Duration	Scene	Shot	Duration
Camera:			Camera:		
Notes: The canvas is filled with red paint			Notes: When the Dancer falls she slams the floor		
Scene	Shot	Duration	Scene	Shot	Duration
Camera:			Camera:		
Notes: The beer gets highlighted			Notes: After taking a sip the mood changes and colors shifts from red and combines w to create a yellow tone		
Scene	Shot	Duration	Scene	Shot	Duration
Camera:			Camera:		
Notes: The element finally reaches back to the farmer			Notes: Transitions to reveal the logo		

CREATIVE DIRECTION, HEINEKEN CARIBBEAN PORTFOLIO (PRESTIGE NATIONAL CAMPAIGN)

- ✓ Shaped the creative direction and execution of Prestige's National Flag Day campaign, integrating culturally resonant storytelling into in-country video production despite political, logistical, and budget constraints, resulting in a 240% increase in audience engagement for Heineken Caribbean Portfolio.



CAMPAIGN STRATEGY, FATIMA ALTIERI ALBUM & CONCERT PROMOTION

FATIMA
ARTIST DATA
DECEMBER 5, 2024



POWERED BY:
 **VIBERATE**
USE CODE: KLEBK
TO SAVE 30% OFF
VIBERATE.COM

2.63M
TOTAL FANBASE SIZE

 **8.6K**
FOLLOWERS

 **46.6K**
MONTHLY LISTENERS

 **1.2M**
FOLLOWERS

 **209K**
SUBSCRIBERS

 **20,542,387**
TOTAL VIEWS

 **621K**
FOLLOWERS

 **242.7K**
FOLLOWERS

 **498.6K**
FOLLOWERS

 **588**
FOLLOWERS

 **249**
FOLLOWERS

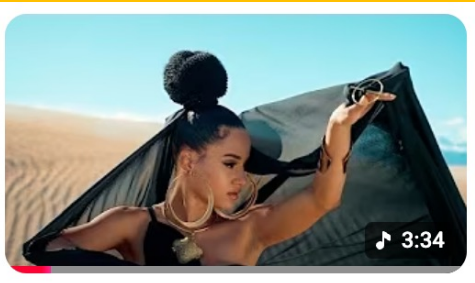
 **4.83K**
MONTHLY LISTENERS

 **364**
FANS

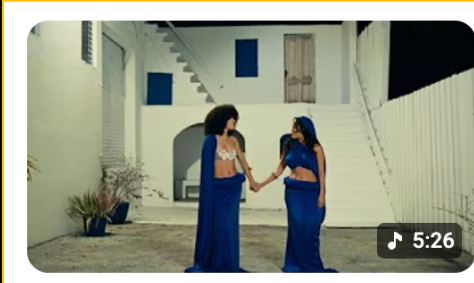
 **72**
FOLLOWERS

 **4**
FOLLOWERS

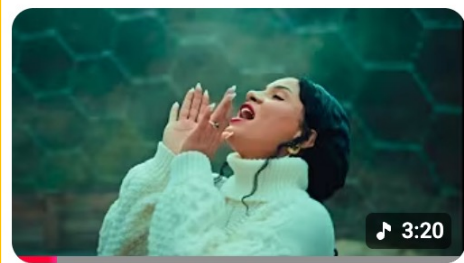
✓ Led campaign and commercial strategy across subsequent releases over a three-year artist relaunch, optimizing performance-driven ad campaigns on TikTok, Instagram, and YouTube through creative testing, audience insights, and real-time data. This integrated approach culminated in Fatima Altieri’s highest-grossing solo concert, exceeding industry benchmarks for content virality and audience engagement.



Fatima Altieri - Hello (Official Music Video)
2.9M views • 2 years ago







FATIMA ALTIERI- HELLO- (OFFICIAL MUSIC VIDEO)
13M views • 1 year ago



FATIMA ALTIERI - NAN DLO FEAT. OSWALD (OFFICIAL MUSIC VIDEO)
6.7M views • 1 year ago

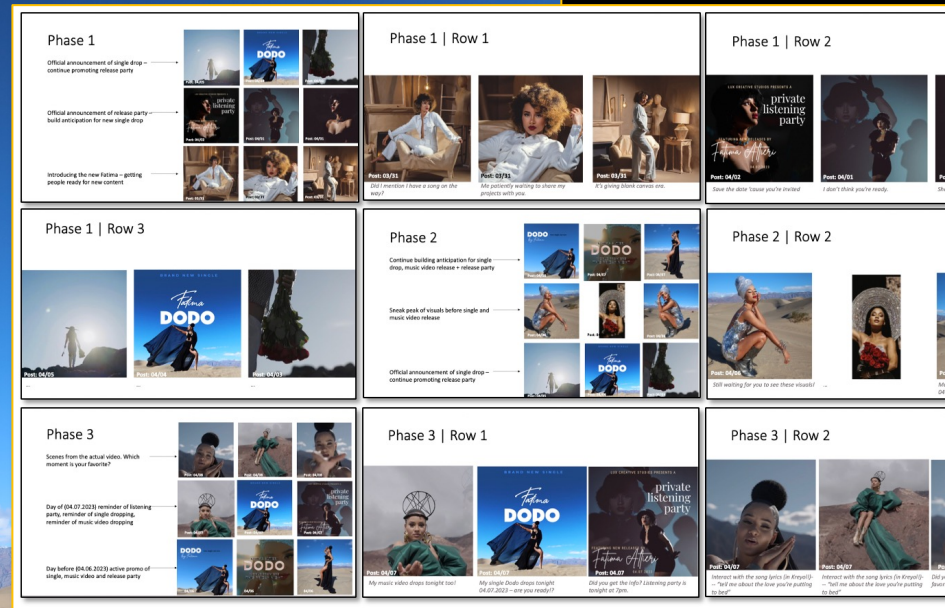
FATIMA ALTIERI - NAN DLO FEAT. OSWALD (OFFICIAL MUSIC VIDEO)
4 days ago

STRATEGY, SOCIAL MEDIA PROMOTION, SINGLE RELEASE

- ✓ Drive innovative social media campaigns, creating strategies and production plans for a renowned Haitian musician's video releases, generating 2.1M+ and 6.4M+ views and setting new benchmarks in the Haitian Music Industry.

Media Promotion

Fatima – Single Release + Release Party



CREATIVE DIRECTION, FATIMA ALTIERIE ARTIST RELAUNCH

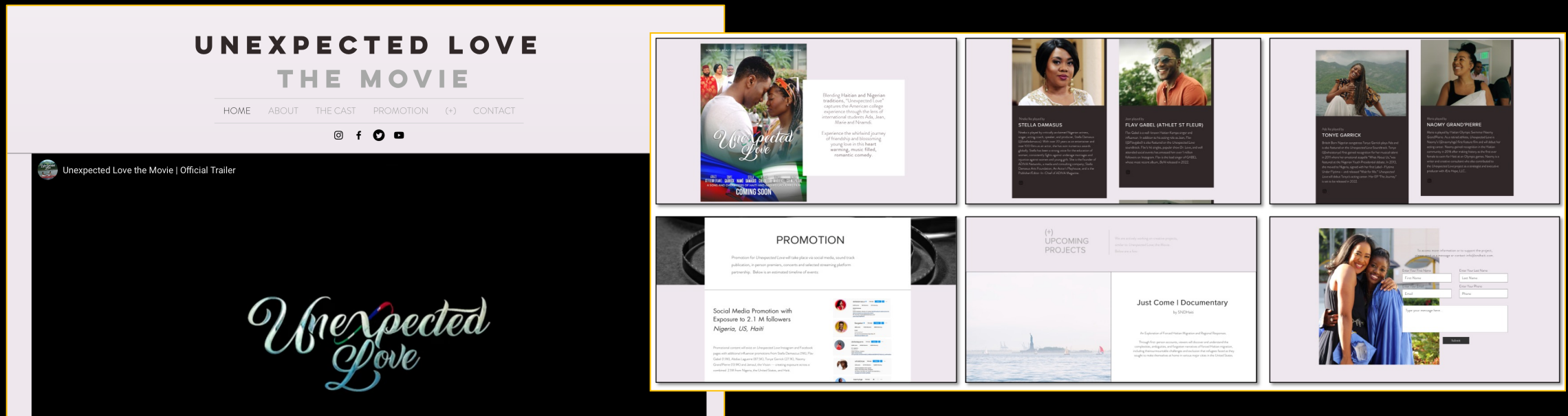
- ✓ Served as Creative Director for creator Fatima Altieri's debut music video following a career hiatus, leading concept development, on-set production, and post-production to drive 3M+ YouTube views and successfully reestablish her industry presence.

 A Visual Project by Lou Media & Marketing avisualproject.com	Featuring  Fatima Altieri	Locations • Mojave Film Studio / CA • Death Valley National Park / CA 	Concept Used of her long-distance relationship, from leaving through the desert and thought of being the relationship broken. Beginning to rise up, she took the camera back to reveal Fatima entering a valley in the middle of the desert and her long and long relationship with the desert. The movement of distance between them and they find each other in the middle of the desert. The desert has been there, everything is the same as it was. The story ends as a post-credits scene. 
Day 0 Arrival + Prep 8:00am - 9:00pm Mon Feb 20th Location Scouting • Mojave Film Studio / CA • Death Valley National Park / CA Prep • Hair • Makeup • Wardrobe • Props • Food • Transport	Day 1 Mirror 10:00am - 1:00pm Tues Feb 21st Location Scouting • Mojave Film Studio / CA Prep • Hair • Makeup • Wardrobe • Props • Food • Transport	Day 1 Dance 1:00pm - 4:00pm Tues Feb 21st Location Scouting • Mojave Film Studio / CA Prep • Hair • Makeup • Wardrobe • Props • Food • Transport	Day 2 Editorial 4:00pm - 8:00pm Wed March 1st Location Scouting • Mojave Film Studio / CA Prep • Hair • Makeup • Wardrobe • Props • Food • Transport
Day 2 Editorial 8:00am - 12:00pm Wed March 1st Location Scouting • Mojave Film Studio / CA Prep • Hair • Makeup • Wardrobe • Props • Food • Transport	Day 2 Picnic 12:00pm - 4:00pm Wed March 1st Location Scouting • Mojave Film Studio / CA Prep • Hair • Makeup • Wardrobe • Props • Food • Transport	Day 2 B Roll 4:00pm - 8:00pm Wed March 1st Location Scouting • Mojave Film Studio / CA Prep • Hair • Makeup • Wardrobe • Props • Food • Transport	Day 2 B Roll 8:00pm - 12:00pm Wed March 1st Location Scouting • Mojave Film Studio / CA Prep • Hair • Makeup • Wardrobe • Props • Food • Transport

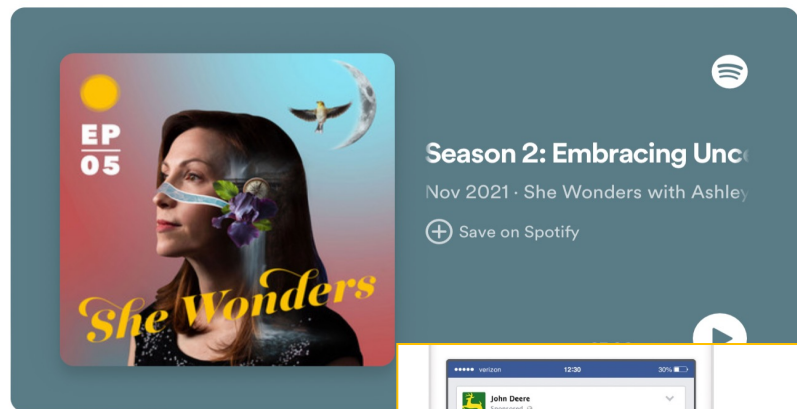


CREATIVE STRATEGY, WEBSITE DEVELOPMENT

- ✓ Consolidated strategy and copy to showcase the film's production and cast, positioning the project through a website landing page designed to drive audience engagement from trailer to social media for both fans and production houses. Resulted in offers and negotiations with Amazon Prime, Netflix, Tubi and Roku.



STRATEGY, BCG BRIGHTHOUSE



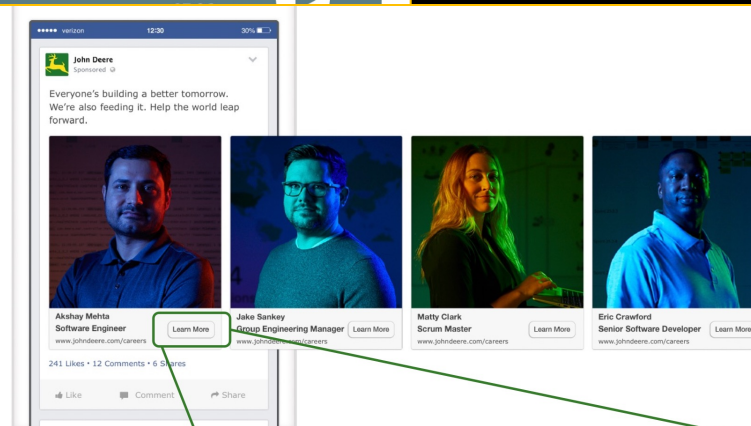
Season 2: Embracing Unc

Nov 2021 · She Wonders with Ashley

+ Save on Spotify

Episode 3: Daydreaming to Groundbreaking

Angela Oguntala, Futurist and Founder of a Future, shares her vision of a world where we dream and imagination, and how we—as individuals—can imagine and actualize a new future. This episode explores her vision, and to take our future into our own hands.



Akshay Mehta
Senior Software Engineer

Autonomous tractors, self-driving tractors? I didn't realize that John Deere had done so much already in advance." It was surprising for me. When you see that the data is used to help humans, you just feel proud. And that's our main Purpose of having that data. That's what we use to help our farmers, to help our construction equipment and also to have our tractors run autonomously."

✓ Led brand repositioning and integrated campaign strategies for organizations including John Deere, Alcoa, the VA, NCAA, Canadian National Railway, Stanley Black & Decker, and MTD Holdings, translating complex business objectives into clear, purpose-driven storytelling.

✓ Applied proprietary diagnostic frameworks to address foundational business challenges in close collaboration with marketing, product, and executive stakeholders, including leading cultural integration for a major merger and developing the digital brand strategy for John Deere's AgTech division and talent acquisition campaign.

✓ Produced the *She Wonders* podcast series, managing end-to-end content strategy to deepen engagement and elevate senior-level client conversations.

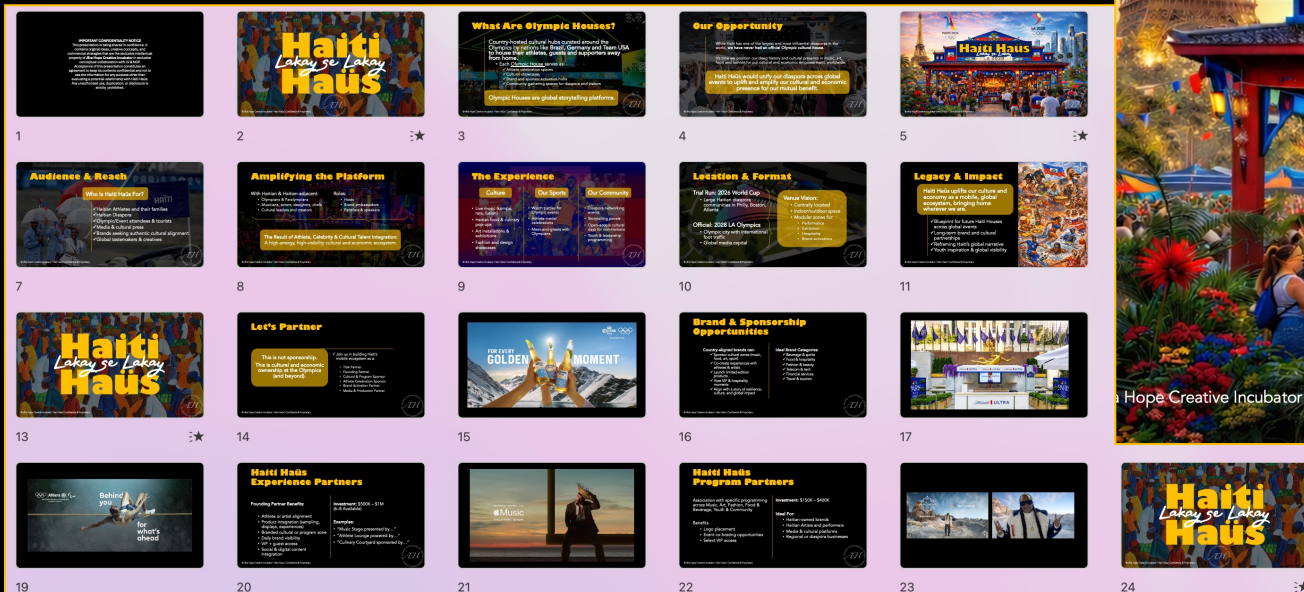
CONCEPTS

CONCEPT, HAÏTI HAÛS X LA 2028 OLYMPICS

- ✓ Bridge creative ideation with global development goals by prototyping culturally driven launch initiatives using AI tools (DALL-E, Midjourney, Co-Pilot), including concepts like Haiti Haus, in advance of Haiti's participation in the 2026 World Cup and the 2028 Los Angeles Olympics.

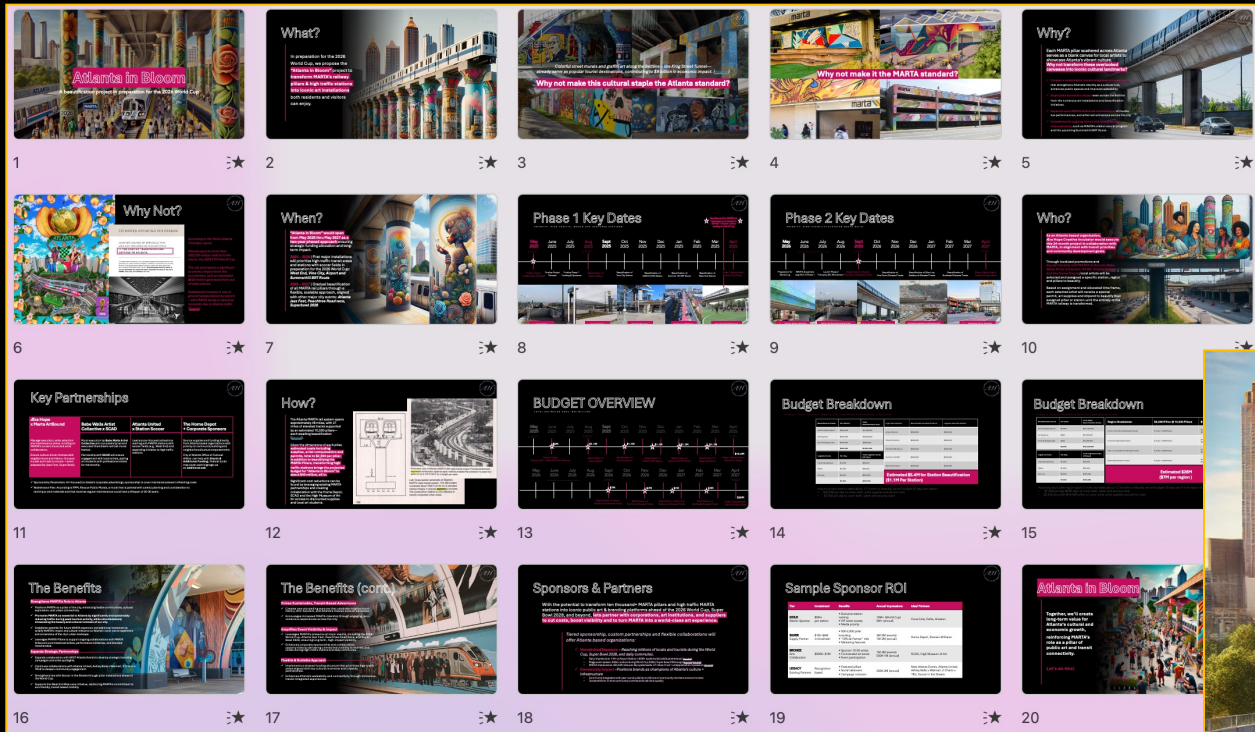


Hope Creative Incubator | Haiti Haüs | Confidential & Proprietary



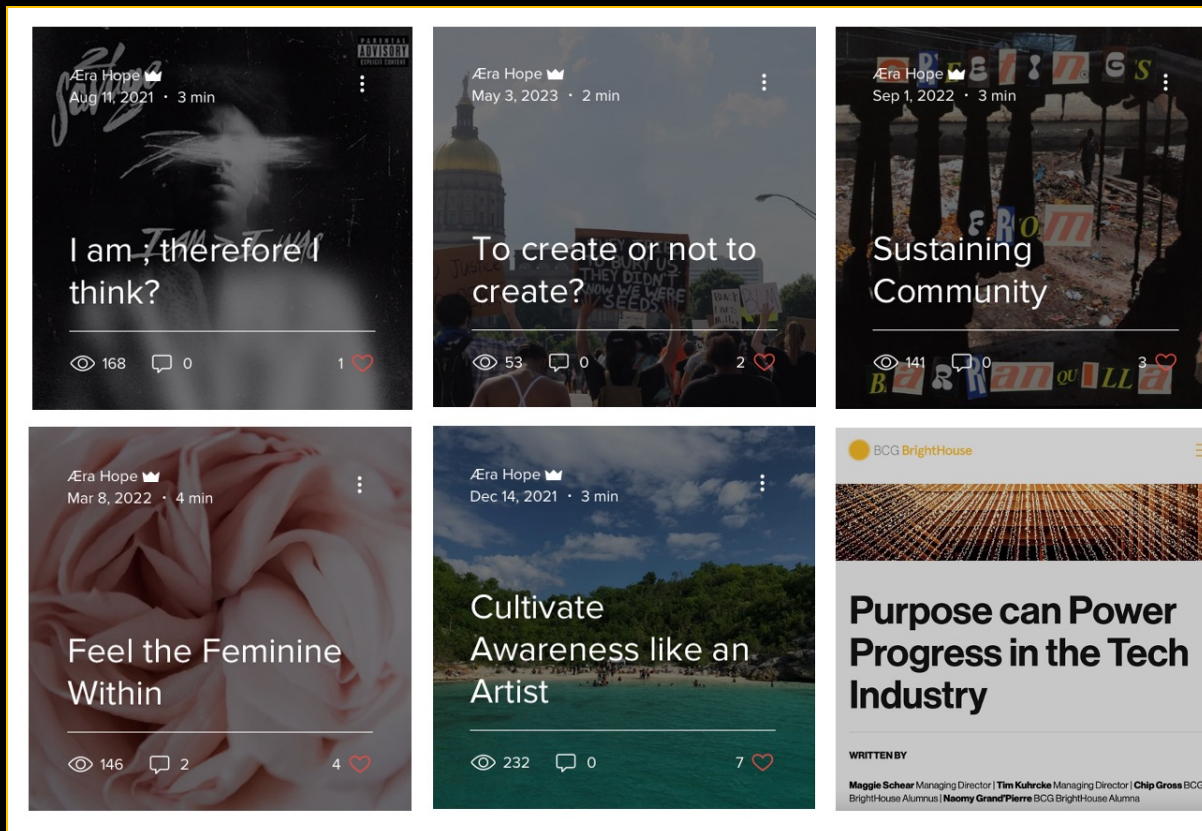
CONCEPT, MARTA X WORLD CUP 2026

- ✓ Leverage generative AI, data-informed insights, and multicultural fluency to prototype and pitch future-facing cultural launch concepts. *Atlanta in Bloom* proposes beautifying existing MARTA rail lines and stations to increase ridership among locals and tourists ahead of the 2026 World Cup. Concepts were pitched to MARTA's Atlanta Marketing team.



COPYWRITING

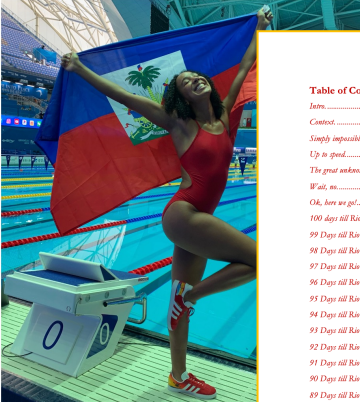
CREATIVE WRITING, THOUGHT LEADERSHIP



- ✓ Contributed to more than 10 thought leadership pieces as both a solo and collaborative writer, including a publication with BCG BrightHouse examining the role of purpose in the tech industry.

CREATIVE WRITING,
PERSONAL STORYTELLING

- ✓ Wrote, edited, and pitched an original Olympic memoir alongside the *Ending Era* narrative and feature-length screenplay, demonstrating long-form storytelling across memoir, fiction, and film while translating personal and fictional narratives into development-ready IP aligned with creative, cultural, and commercially aligned goals.



The Ugly Truth
Becoming Haiti's First Female Olympic Swimmer
By: Naomy Hope Grand'Pierre

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10

Ending Era.



*an Era Hope manuscript.
written by N.*

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112.

INT. NEW YORK PENTHOUSE - BEDROOM - EVENING
Era practically crawls her way into the bedroom, in desperate need of air.
Hours suffocating her emotions and constriction of each crystal that

EXT. NEW YORK PENTHOUSE - BALCONY
The wind hits Era intensely as she door. Sobbing from pain and sheer short and weak.
Slowly, Era makes her way to the b

INT. NEW YORK PENTHOUSE - KITCHEN
Sean enters the kitchen first, imm mess. Caena enters right behind hi Seeing no sign of her daughter, sh

INT. NEW YORK PENTHOUSE - BEDROOM
Caena enters in a panic. Checks th undone, but empty.
The dots aligning from the rummage She returns to the bedroom just as Sean freezes, ridden with guilt, c dangerously over the balcony's edg

Caena follows his stare, gasps, an
CAENA (V.O.)
(screaming)
Era? ERAAAAAAAA!
MATCH CUT TO:

CUT TO BLACK:
A sharp inhale.
TITLE CARD: **ENDING ERA.**
THE END.

ACT 1. THE DEPARTURE.

INT. NEW YORK PENTHOUSE - KITCHEN - EVENING (DREAM SEQUENCE)
Apples scatter across the kitchen floor of a luxury, penthouse apartment. Drawers frantically open and shut.
ERA (18), dark skin, wavy hair, tiger brown eyes, dressed in an expensive crystalline gown, breathes heavy through her manic search.

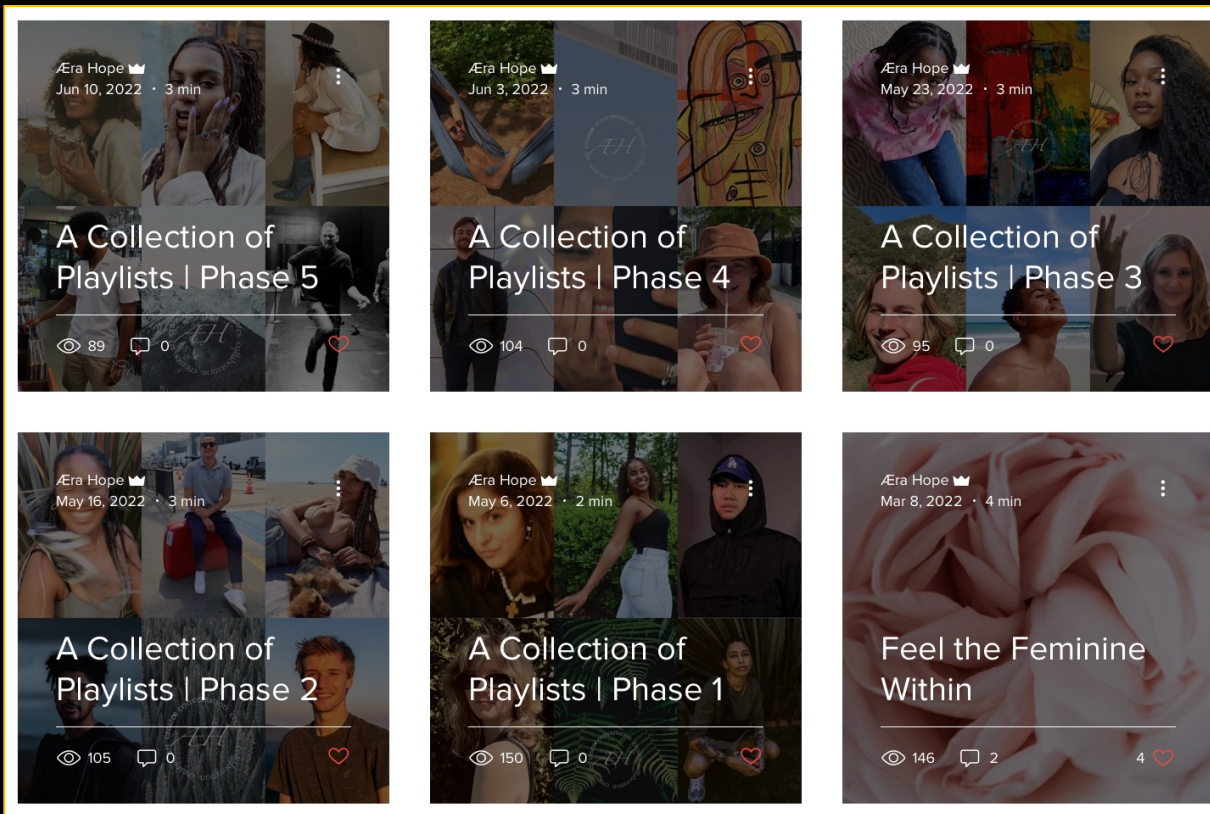
EXT. NEW YORK PENTHOUSE - BALCONY - EVENING (DREAM SEQUENCE)
Era struggles through a panic attack. Her dress is now savagely cut around her bloody torso and chest. Shards of glass fill her bloody hands. Thorny vines wrap around arms and grow up her throat.
Despite her attempts, she can't break free of the pain. She leans over the balcony's edge, ending her misery.
CUT TO BLACK.
A sharp, panicked inhale is heard through darkness.

EXT. FAMILY HOME HAITI - OVERLOOK - DAWN
The source of the panicked breathes. PAN OUT REVEAL: CAENA (44), tan woman with long dreadlocks, seated on the overlook of a large property moments before sunrise. Her disturbing premonition pulls her out of deep meditation.
The colors of sunrise glow to illuminate her and the breathtaking Caribbean landscape around her.

INT. NEW YORK PENTHOUSE - BEDROOM - MORNING
Velvet floor to ceiling curtains open automatically. Light pours in violently into a wealth ridden room.
AUTOMATED ROOM (V.O.)
Good morning, Christopher.
Groaning, CHRISTOPHER (56), handsome, Spanish/Italian features, slightly robotic, checks the TIME 7:15AM.

CREATIVE WRITING, 'A COLLECTION OF PLAYLISTS'

- ✓ Originated and authored *A Collection of Playlists*, a six-part blog series featuring curated playlists from 31 artists across the United States. Individually crafted editorial commentary, one-sentence descriptions, and personalized portraits for each artist's 25-song submission.



THANK YOU!



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