

CREATIVE PORTFOLIO

Creative. Strategy. Concepts. Copywriting.
2019 – Present.

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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.

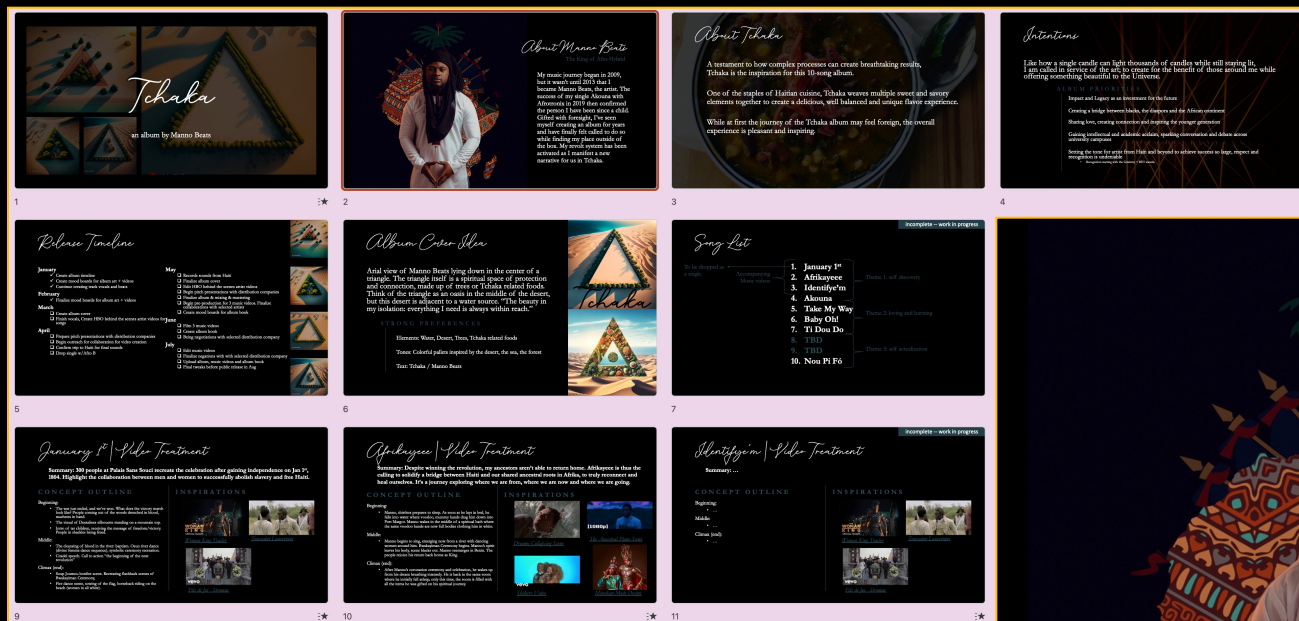
My collaboration with creative director Abdias Laguerre of Lux Media & Marketing stands as a living testament to my philosophy: *conversation creates collaboration creates art.*

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 dreamed in chords and colors as the project's creative force, 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 process.

[Read more here.](#)

CREATIVE

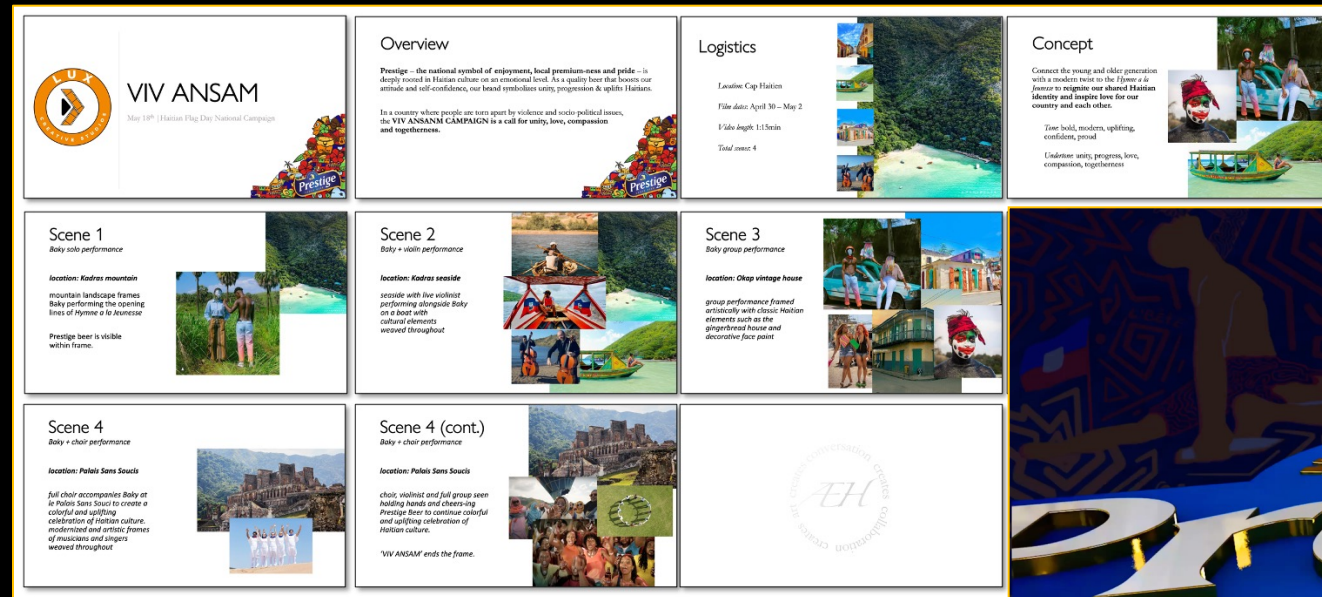
CREATIVE DIRECTION | MANNO BEATS ALBUM DEVELOPMENT



- ✓ 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 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.



CREATIVE DIRECTION | FATIMA ALTIERIE ARTIST RELAUNCH

[illegible]

- ✓ 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.



CREATIVE | MOODBOARDS

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



Inspirations



I Want You Around –
Snoh Aigra



Moment – Victoria Monet



Breathe Me - Tyla



Pretty Little Fears - 6lack



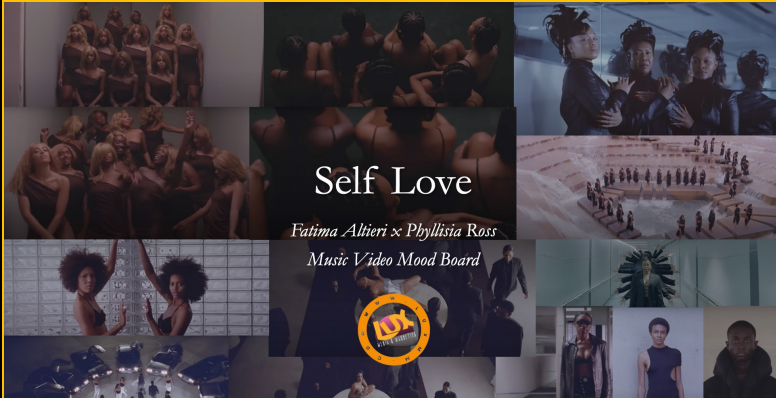
Mushroom Chocolate-
QUIN, 6lack



Whoa – Snoh Aigra

Self Love

Fatima Altieri x Phyllisia Ross
Music Video Mood Board



Concept

A wealthy woman humors a man's desperate flexing—until he discovers she owns everything he pretended to have. She owns the game he's pretending to play.

Key Twist:

- His rented Corvette Convertible vs. her Maybach.
- His 'yacht stories' vs. her infinity pool and beach front view.



3. EXT. MIAMI STREETS – NIGHT

Action:

He follows her, calls at a red light—she ignores it.

Key Shot: Flirty smirk from her window, then she launches at green light.

Visual: Her car beats him to the gate. By the time he arrives, the mansion gates close.



CREATIVE |
MOODBOARDS CONT.

performance 2: burning love

Rutshelle hands ignite the ground around her.

She fiercely walks towards Richard who knows how to tolerate the heat of her love.

As they come together, the flame begins to consume the both of them.

Rutshelle's love burns like hell, but Richard would rather keep her close than let another man take her from him.




COMMERCIAL 1:
TRUE LOVE / CLASSIC LOVE



Scene 1:
2 leads | 4 talents


The video starts fashion forward, in the colorful streets of Haiti.

We get close ups of stylish people until we land on a couple walking home together: It's Kenny and his girl.



Scene 4: The Pool

His suggestions: taking photos outside by the pool. They review the first round of photos seductively. Joshua suggests another round of photos, this time more risqué.



scene 3: enough is enough

Richard gets frustrated seeing all the men around taking interest in Rutshelle. Richard and Rutshelle begin arguing.

As their voices rise, so does the tension; their heat and anger transforms to lust and longing for each other. This intimate moment serves as a turning point, where they acknowledge the struggle of their bond.

Richard and Rutshelle find themselves surrounded by the flames of their love, their resentment, their anger, lust and longing. The love is passionate and fiery, but they may be hurting each other more than they are loving each other.



COMMERCIAL 1:
TRUE LOVE / CLASSIC LOVE

INT. SUBURBAN HOUSE - NIGHT (1980s)
Soft, romantic music plays in the background.

ACTION:

- A YOUNG MAN nervously adjusts his tie outside the house, holding a bouquet of flowers.
- The front door opens, and PARENTS escort their DAUGHTER to the door.

YOUNG MAN:
"Hi, these are for you." (he hands the bouquet to the daughter)

The couple walks toward a vintage car, filled with flowers, parked in the driveway.

EXT. PARK - DAY (2000s)
Scene transitions with vintage sound effects.

ACTION:

- The COUPLE sits on a picnic blanket, eating sandwiches and laughing.
- A FLIP PHONE rings; they both check their phones and smile at each other.

DIALOGUE:
(Laughing and inaudible chatter as they enjoy their time together.)


INT. LIVING ROOM - NIGHT (2000s)
Vinyl records spin on a turntable.

ACTION:

- The couple dances slowly, sipping wine. They share a close embrace.

CLOSING SCENE:
•The couple sways to the music as the lights dim.


TEXT ON SCREEN:
"Love, timeless and true. Just like Carimi."



B Roll:
2 leads | 6 talents


Interlaced throughout the video are fashionably dressed models woven into culturally relevant moments in the streets of Haiti.

- Include the old lady who is angry at the man for watching other women.
- Lady washing dishes next to people selling food machann manje
- Girl nan machine walking and dancing
- Guy pushing bouré



BONUS

For a more artistic shot, the photoshoot can continue using the golden light from the sun to create stunning and sexy silhouettes of the woman



STRATEGY

CREATIVE STRATEGY | PAON BLEU BRAND DEVELOPMENT & LAUNCH



- ✓ 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 landing experience, visually showcasing the product offering while clearly communicating value, building trust, and encouraging early market adoption among investors and users.



CREATIVE STRATEGY | HEINEKEN CARIBBEAN PORTFOLIO (TORO & KINAMN NATIONAL CAMPAIGN)

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 is 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

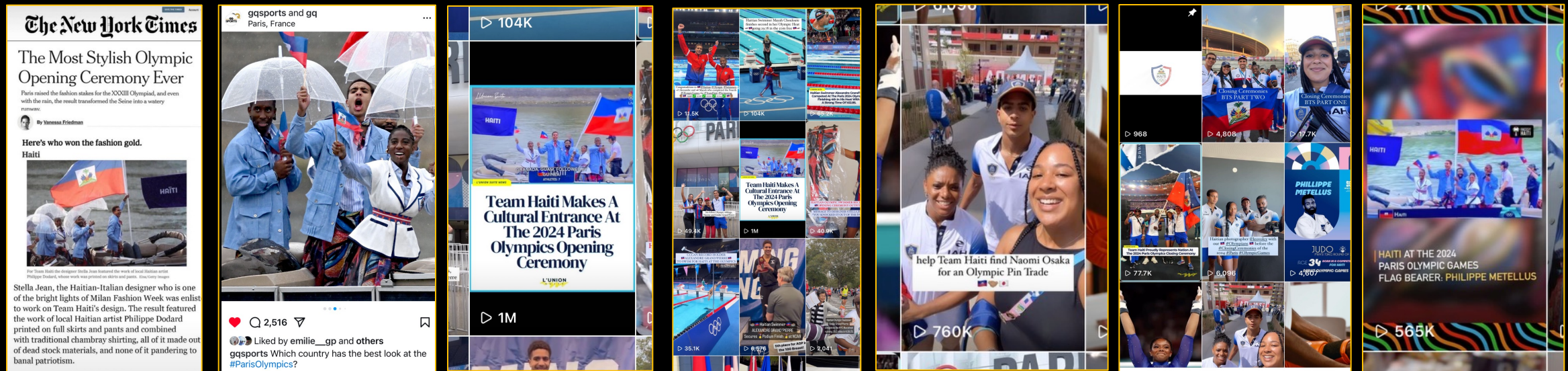
Scene	Shot	Duration
Camera: Notes: Fire starts to spread as the dish is getting burnt. The elements become sharper as they get frustrated.		
Camera: Notes: The canvas is filled with red paint.		
Camera: Notes: The beer gets highlighted.		
Camera: Notes: After taking a sip the mood changes and the colors shift from red and combines with green to create a yellow tone.		

PAGE 04

Scene	Shot	Duration
Camera: Notes: As everyone gets their rhythm back yellow elements start following them.		
Camera: Notes: The element follows the painter.		
Camera: Notes: The vlogger getting happy as the colors shift from red to yellow.		
Camera: Notes: The chef completes her dish.		
Camera: Notes: The element finally reaches back to the former.		
Camera: Notes: Transitions to reveal the logo.		

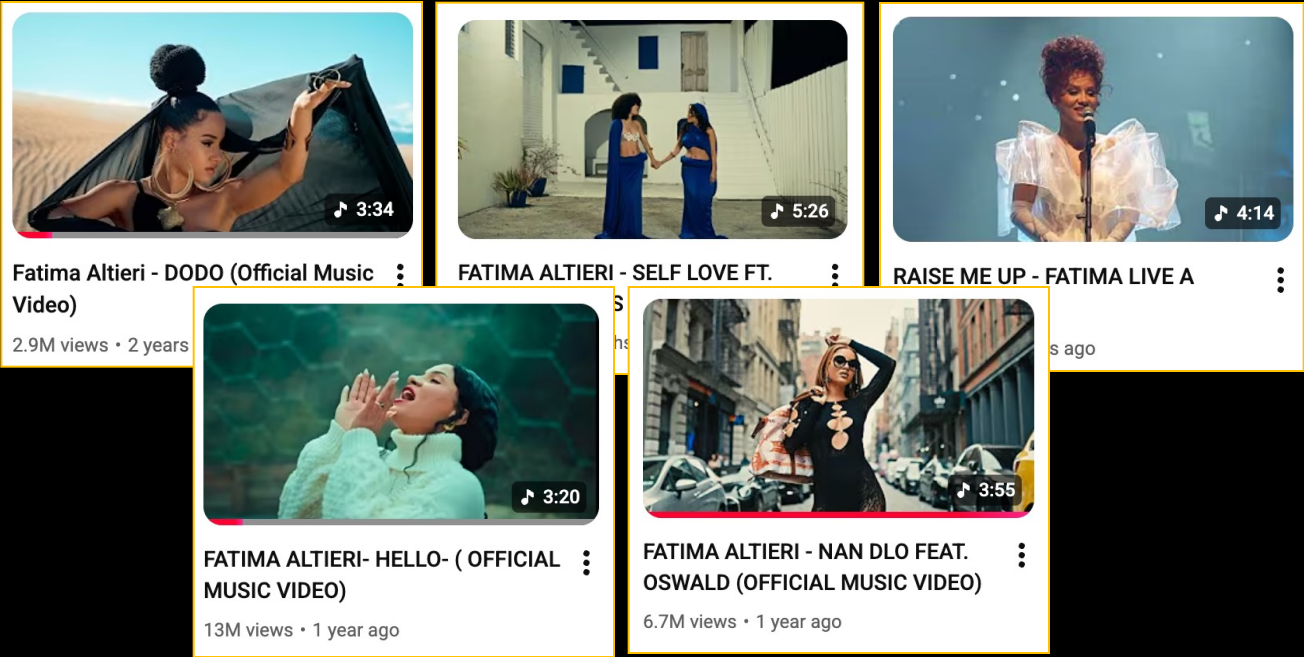
- ✓ Directed end-to-end project management for simultaneous Heineken brand campaigns (Kinam, Toro), overseeing campaign strategy, production timelines and stakeholder communication to deliver high-performing campaigns from creative concept through final execution.

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).

CAMPAIGN STRATEGY | FATIMA ALTIERI ALBUM & CONCERT PROMOTION

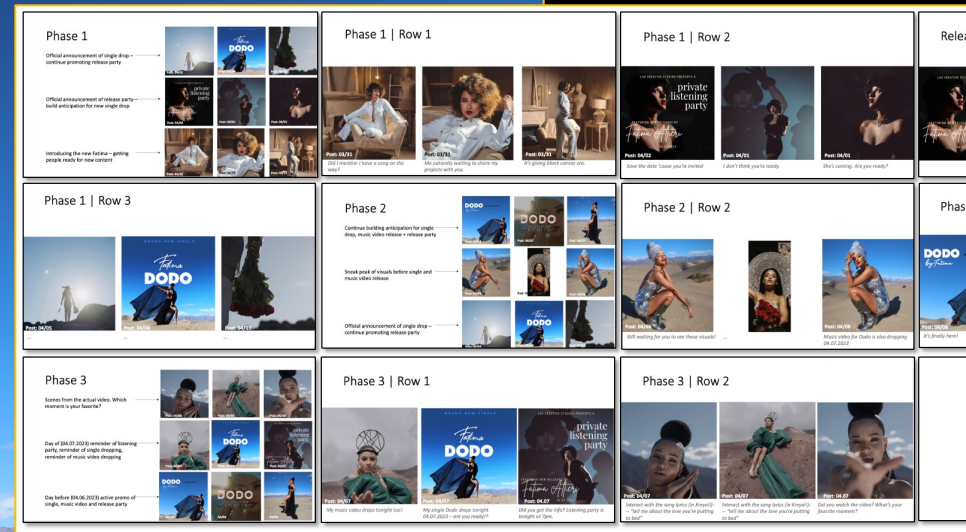
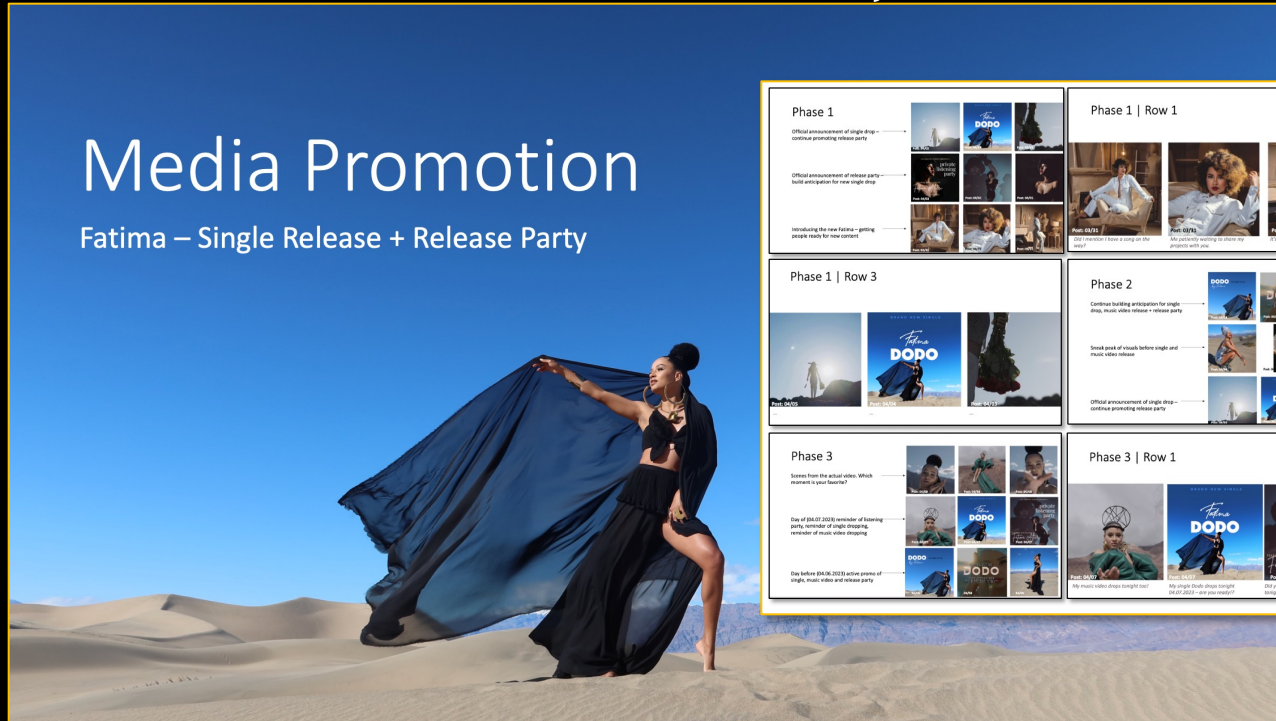


- ✓ Lead campaign and commercial strategy across subsequent releases over a three-year artist relaunch, optimizing performance-driven ad campaigns on TikTok, Instagram, and YouTube through creative testing, audience insights, and real-time data. This integrated approach culminated in Fatima Altieri’s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

STRATEGY | SOCIAL MEDIA PROMOTION, SINGLE RELEASE

Media Promotion

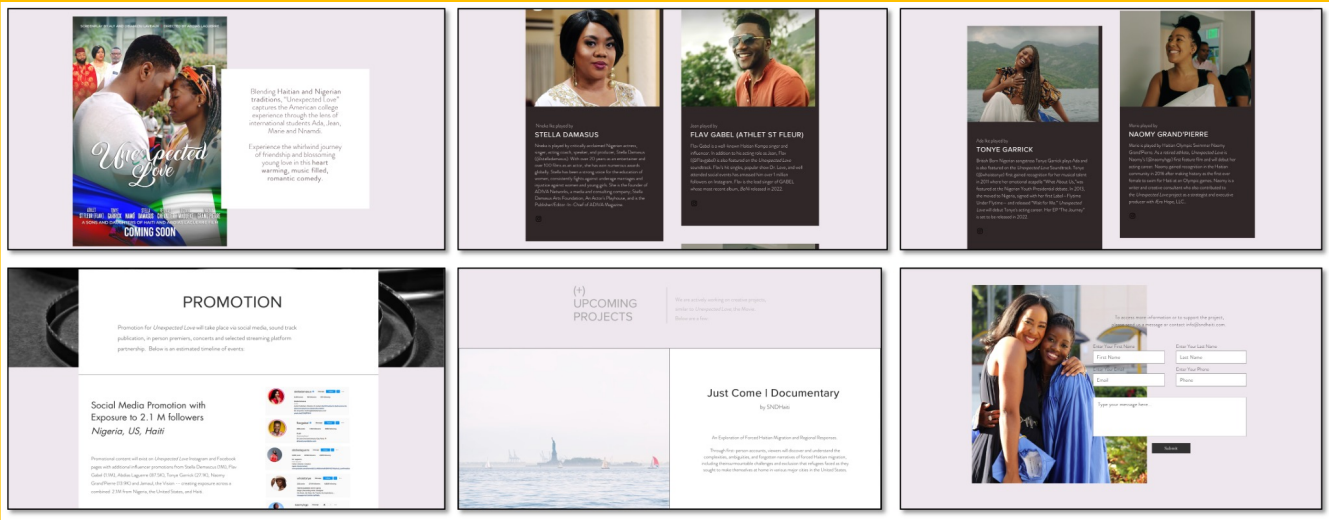
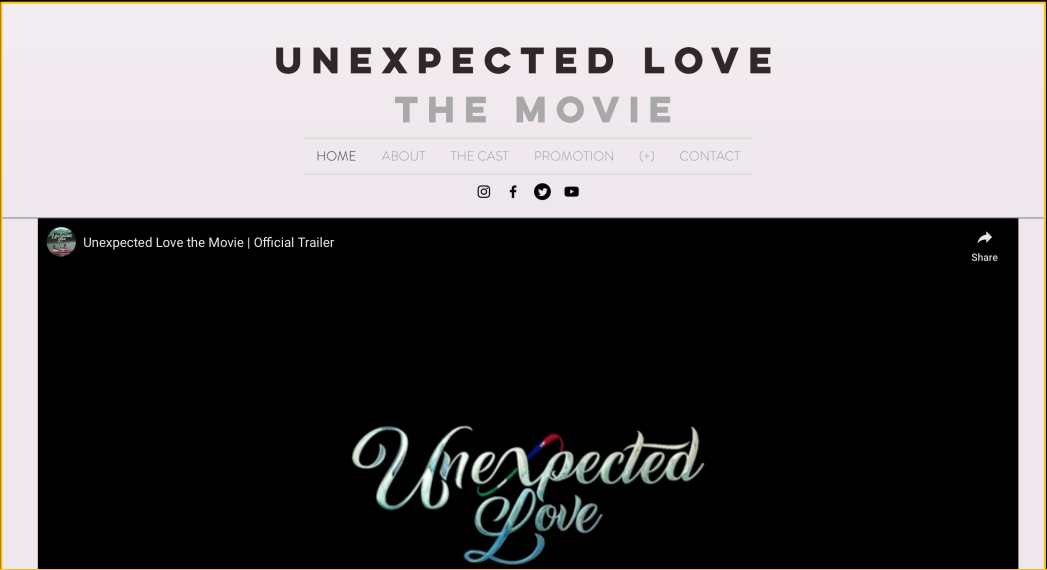
Fatima – Single Release + Release Party



- ✓ 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.

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.



STRATEGY | GO TO MARKET



- ✓ Synthesized audience engagement data to launch go-to-market strategies for 23 Atlanta-based entrepreneurs, establishing brand positioning and messaging frameworks to successfully deploy tailored, cross-platform campaigns.

A VETERAN'S GIG

Outreach for veterans through *Backline & Music Production Therapy*.

Created by veterans for veterans, *A Veteran's Gig* offers *Backline* and *Music Production Therapy*, so retired veterans can have an outlet to serve both themselves and others; achieving healing, connection and activity, while coping with common issues associated with combat.

BACKLINE

Backline refers to a niche yet critical part of the music business, where required musical instruments and equipment are set up for use at concerts, tours and festivals.

MUSIC PRODUCTION THERAPY

Music Production Therapy is an AVG specific, multi-discipline approach for veterans to heal combat related injuries through immersive experiences with music and music production.

WHY A VETERAN'S GIG?

AN OUTLET FOR SERVICE.

A RESOURCE FOR HEALING.

A NEW WAY TO SERVE ON TOUR.

Backline allows veterans to

- ✓ Engage in a safe and therapeutic environment
- ✓ Shared camaraderie amongst other veterans
- ✓ Stay active with a renewed sense of purpose
- ✓ Work together towards tangible goals of putting a concert together.

WHY A VETERAN'S GIG?

"Backline helps keeps my hands and my thoughts moving. And the music helps restore feelings of joy, peace and relaxation."

"I know I am making a difference in other people's lives and the music allows me to feel and heal. I am serving while I am also healing."

"I have a safe space and community where I am able to connect with myself and those around me."

After running *Omega Backline* for 8 years medically retired Lieutenant Colonel Brian Ward founded *A Veteran's Gig* to share the healing he discovered through *Backline* and *Music Production Therapy* with other veterans.

To recover from injuries sustained in combat, LTCB Brian Ward completed extensive and ongoing treatment in 2016. Almost a year later, Brian got involved with the Backline industry where he discovered his love for concert experiences and need for music assistance as added healing for his PTSD and TBI diagnoses. Brian's company, *Omega Backline*, has garnered much success, touring with R&B, R&B, New Soul, Blues, Hip Hop and Rap artists including New Edition, Keith Sweat, English Beats, The Very Necessary and Lady Gaga among other acts.

As an extension of *Omega Backline*, Brian launched *A Veteran's Gig* in 2022 as a nonprofit centered around outreach for veterans so they too, can experience the healing *Backline* and *Music Production Therapy* can offer.

A RESOURCE FOR HEALING

- ✓ Collaborating on *Backline* and *Music Production Gigs* cultivates a shared sense of camaraderie and connection among veterans which fosters a safe and supportive environment for healing
- ✓ Exposure to live music allows veterans to channel their experiences and emotions and transform them in tangible and meaningful ways
- ✓ A safe and supportive environment allows veterans to explore their inner thoughts and feelings leading to a sense of empowered self-discovery

A NEW WAY TO SERVE ON TOUR

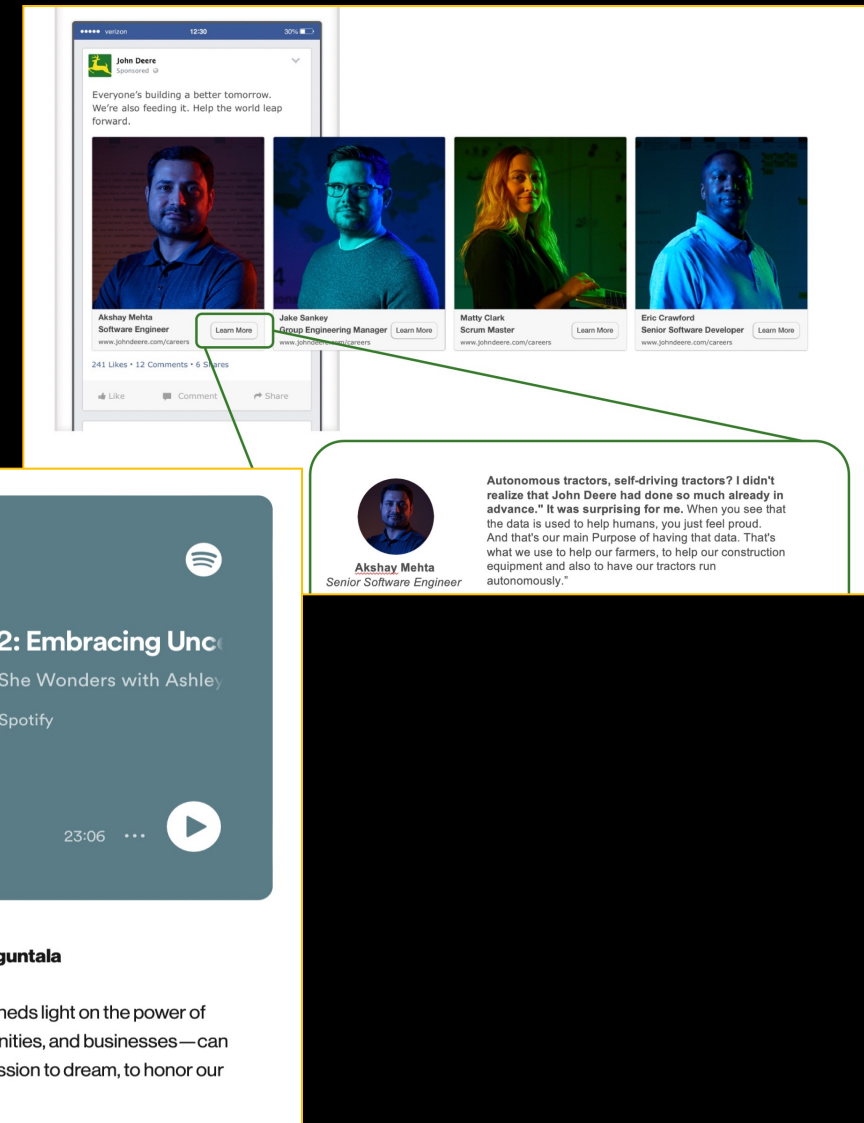
With music and healing at the forefront of their service, veterans can engage in *Backline* and *Music Production* tours, reviving their skills in

- ✓ Goal oriented execution to complete time sensitive tasks
- ✓ Discipline and focused technical skills
- ✓ Keen attention to detail
- ✓ Extensive logistics planning
- ✓ Equipment prep and assembly
- ✓ Conveying to locations
- ✓ Adapting to new environments

STRATEGY

BCG BRIGHTHOUSE

- ✓ 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.
- ✓ 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.
- ✓ Produced the [She Wonders podcast series](#), managing end-to-end content strategy to deepen engagement and elevate senior-level client conversations.

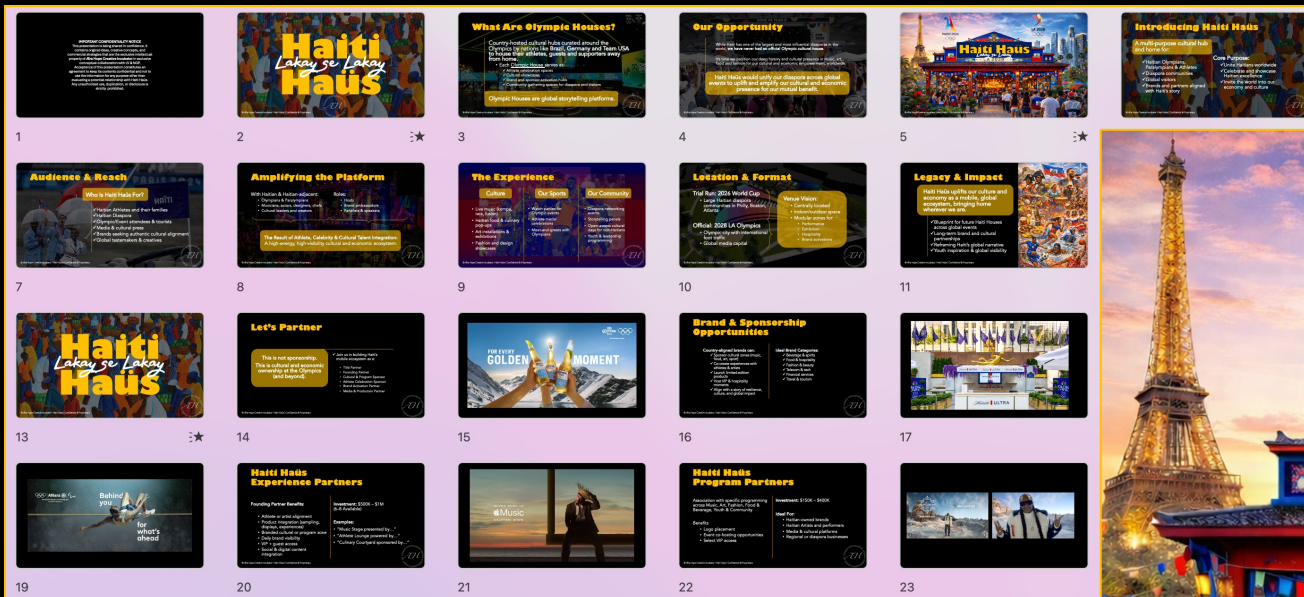


Episode 3: Daydreaming to Groundbreaking with Angela Oguntala

Angela Oguntala, Futurist and Founder of a Foresight Agency, sheds light on the power of dreaming and imagination, and how we—as individuals, communities, and businesses—can imagine and actualize a new future. This episode gives us permission to dream, to honor our vision, and to take our future into our own hands.

CONCEPTS

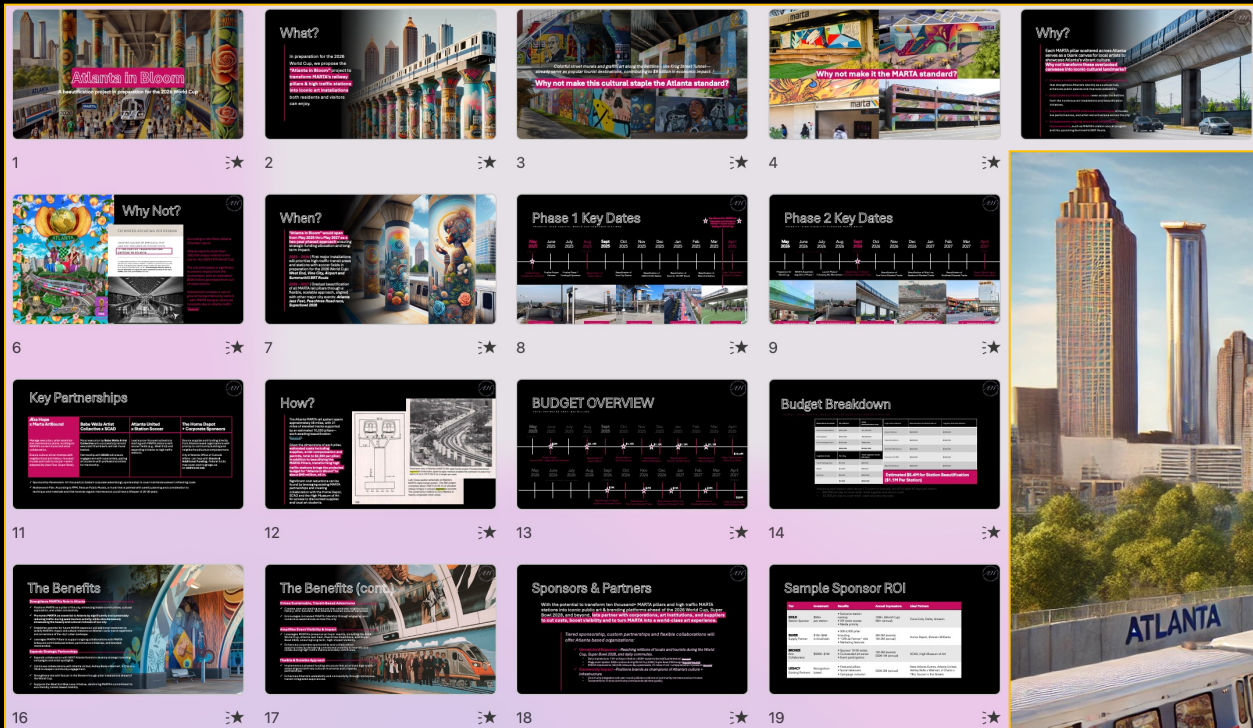
CONCEPT | HAÏTI HAÜS X LA 2028 OLYMPICS



- ✓ 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.



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 Marketing team.

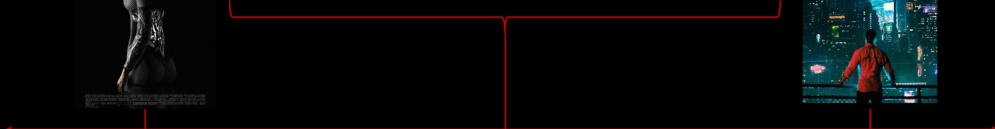


CONCEPT | ENDING ERA FEATURE

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- ✓ Developed visual lookbook for the proposed feature film *Ending Era* as a companion to the written manuscript, circulating it across industry channels as a development tool for ideation, positioning, creative dialogue, and feedback.

Context

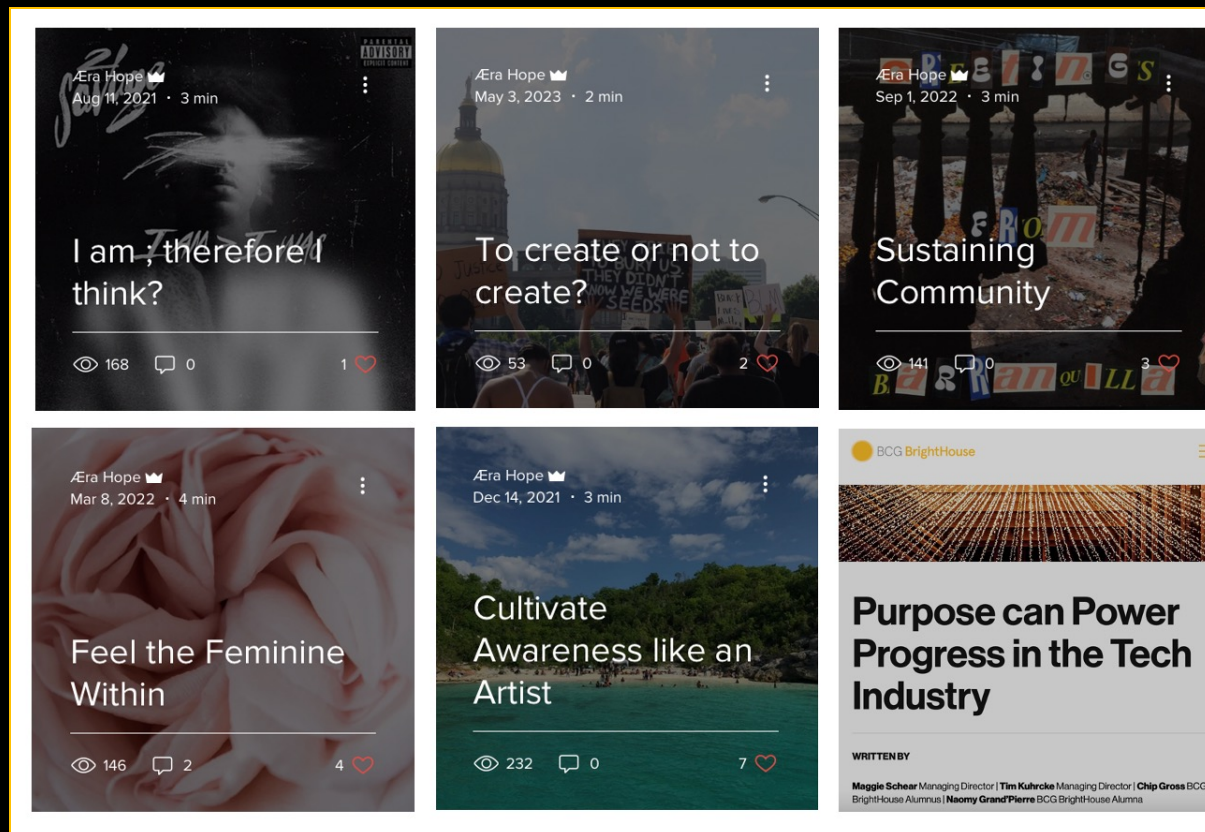
If *Ex Machina* and *Altered Carbon* live on the same timeline, *Ending Era* exists in between, juxtaposing wealth, beauty and the forms they take on in **Haiti** and **New York City, 2045**.



The diagram illustrates a timeline where *Ex Machina* and *Altered Carbon* exist on the same timeline, with *Ending Era* positioned in between. A horizontal timeline axis is shown at the bottom, with a red line indicating the progression of time. A vertical line connects the timeline to the *Ex Machina* poster on the left. Another vertical line connects the timeline to the *Altered Carbon* poster on the right. A bracket spans the distance between these two points, with the text "If *Ex Machina* and *Altered Carbon* live on the same timeline, *Ending Era* exists in between, juxtaposing wealth, beauty and the forms they take on in **Haiti** and **New York City, 2045**." written above it.

COPYWRITING

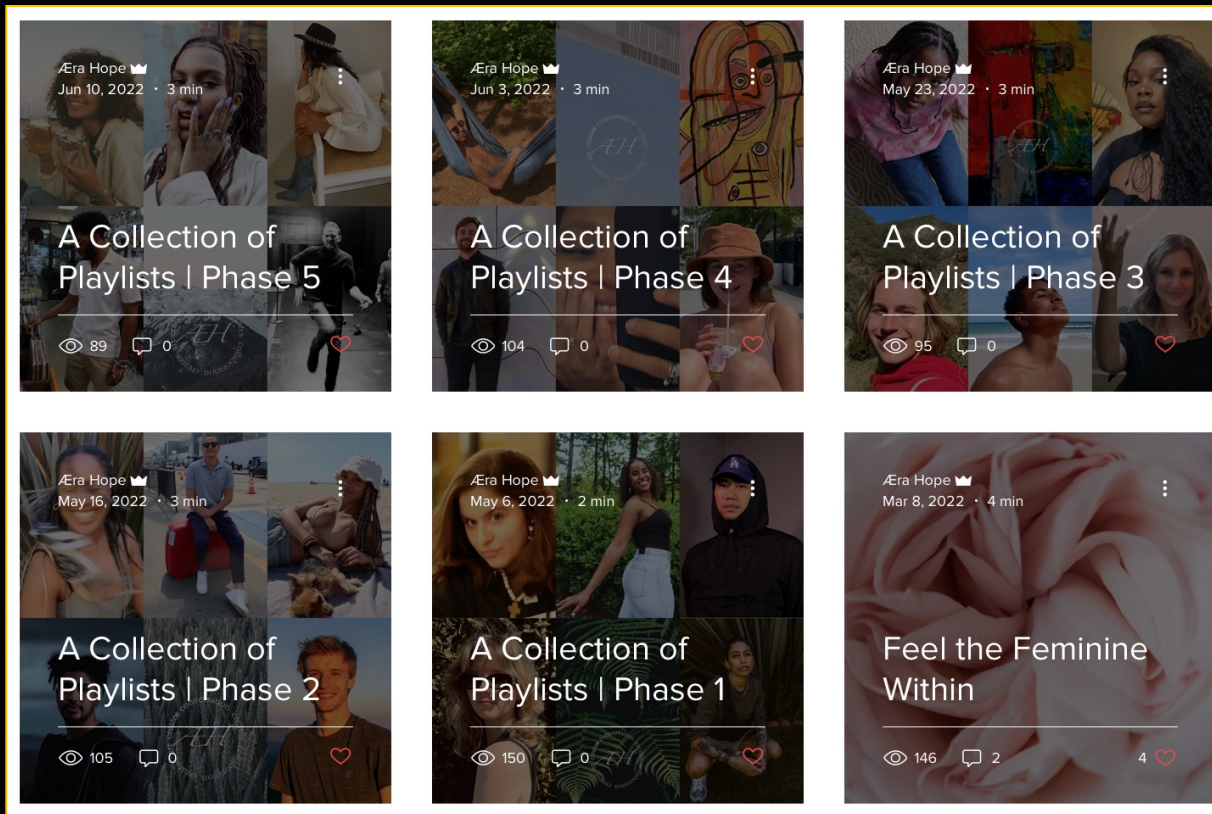
CREATIVE WRITING | THOUGHT LEADERSHIP



- ✓ 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 |

'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.

CREATIVE WRITING |
PERSONAL STORYTELLING

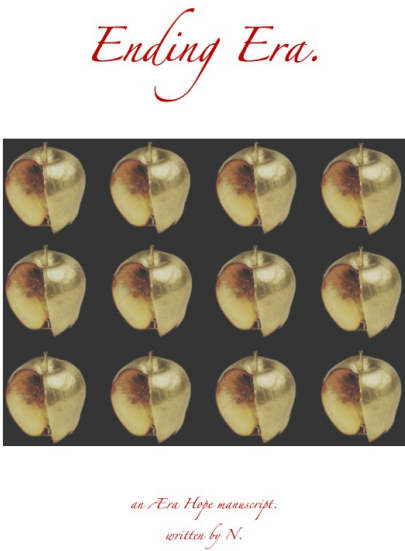


The Ugly Truth
Becoming Haiti's First Female Olympic Swimmer
By: Naomi Hope Grand'Pierre

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an Era Hope manuscript.
written by N.

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- ✓ Wrote, edited, and pitched an original Olympic memoir alongside the *Ending Era* narrative and feature 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 commercial goals.

THANK YOU



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