

# Portfolio

## Justine Davis

Video Producer | Content Strategist



# Video Projects

Selected promotional, branding, and corporate video work.

# Treo Wellness: Complete Digital Gym Package

**Led the production and post-production** of this promotional video for Treo Wellness, designed to introduce and market the Complete Digital Gym Package to gym owners and facility managers. My role included project management, script writing, editing, motion graphics design, color correction, and overall creative direction.



*Thumbnail also created for video promotion.*

**The visual style was intentionally dark and intense** to resonate with fitness facilities and their audiences, creating a grittier tone that fit the market while supporting Treo's broader tech-driven brand identity.

In addition to video production, I also created the YouTube thumbnail to support the video's online launch, ensuring visual consistency and audience engagement across platforms.

This project demonstrates my ability to oversee multimedia initiatives from **concept through final delivery**, blending strategic messaging with polished, professional visuals.

[Watch the Video](#)

# Treo Wellness: Bowflex & Horizon Treadmill Launch

Led the **production, direction, and script development** of this promotional launch video, created as part of a “like-live” webinar introducing the Bowflex T9 and Horizon 7.0 AT treadmills.

Produced for Johnson Health Tech North America, the video was designed to support product marketing, internal training, and dealer education.

My role included **script writing, project management, on-set direction**, and **collaboration with cross-functional teams** to bring the video to life. The content highlighted key innovations such as Apple Watch and Samsung Health connectivity, Bluetooth FTMS compatibility, and user-friendly quick-dial controls — all presented with clear, engaging messaging to resonate with a wide range of fitness audiences.

This project demonstrates my ability to **oversee multimedia initiatives from concept through final delivery**, **blending strategic messaging with polished, professional visuals**.

[Watch the Video](#)



*Thumbnail also created for video promotion.*

# Treo Wellness: Corporate Wellness Solutions

**Produced and edited** a promotional video introducing Treo Wellness's Corporate Wellness Solution for employers and businesses. My responsibilities included **project management, script writing, video editing, motion graphics, and color correction** to create a clear, motivating, and professional presentation.



I also developed and implemented an **AI voiceover** to deliver a consistent, polished narration aligned with the brand's approachable, tech-driven identity.

The video highlights Treo's customized wellbeing programs, employee benefit integration, and the broader impact on organizational health and productivity. This project demonstrates my ability to **lead end-to-end multimedia production, create engaging scripts, and incorporate emerging technologies** to enhance content delivery.

[Watch the Video](#)

# Graphic Design

Thumbnails, logos, and marketing graphics for digital platforms.



---

### Thumbnail Design: GLP-1 Video Blog

I designed the thumbnail for this video blog to grab attention and encourage clicks. Using **Adobe Photoshop**, I focused on bold typography, vibrant imagery, and clean composition to make it pop on YouTube. The goal was to create a design that was both eye-catching and true to the video's content, while ensuring it looked great on all screen sizes.



---

### Thumbnail Design: Music & Fitness Video

I created the thumbnail for this co-op video we did with our UK content team, exploring the connection between music and fitness. Using **Adobe Photoshop**, I focused on making the thumbnail visually dynamic and reflective of the video's high-energy vibe. The design blends bold text and imagery to draw people in, while staying true to the theme and overall style of the video.



---

### Thumbnail Design: Prism Fitness Tower Promo

For this promotional video for Prism Fitness' new fitness accessories tower, I created a bold, striking thumbnail that matches the dark, gritty aesthetic of the video. Using **Adobe Photoshop**, I placed the black and gray tower against a moody, almost all-black background to create a sense of depth and drama. The design uses subtle lighting contrasts to highlight the product, with minimalist text that complements the sleek, professional feel of the brand.



---

### Thumbnail Design: Digital Gym Package Promo

I designed a bold, high-impact YouTube thumbnail to promote Treo Wellness's "Complete Digital Gym Package" video with **Adobe Photoshop**. The layout pairs strong typography with a dynamic, energetic image to immediately capture viewer attention. The clean, modern design highlights the brand's focus on fitness technology and a sleek user experience.



## Logo Designs

- Property marketing logo for Trail View Home Living.
- Department logo for the North American Content team at Johnson Health Tech.
- YouTube series logo for *Cyber Stuff*, a cybersecurity content project.



## Social Media

- Social media graphic for recruiting fitness trainers at Johnson Health Tech.

Each piece was designed to match the tone and purpose of its audience, balancing strong branding with clear, engaging visuals.

# Writing Samples

Marketing video scripts and press release.

# Treo Wellness: Digital Gym Package Promotional Video – Script

Written by Justine Davis

## Project Overview:

This script was created for a promotional marketing video introducing the Treo Wellness Complete Digital Gym Package, produced for Johnson Health Tech's Treo Wellness brand. The goal was to highlight Treo's digital solutions and member engagement tools in a clear, motivating, and approachable tone.

## [Watch Final Video](#)

## Script Text:

Today's gym-goers expect more than just equipment. They demand a seamless digital experience that enhances their fitness journey. Introducing Treo Wellness: your complete digital gym package. Treo is a collection of innovative digital fitness and wellness solutions designed to attract and retain more members. Treo provides three powerful solutions that work together to create a truly integrated digital experience.

**Treo Daily** elevates your existing cardio equipment. This proprietary technology allows members to simply scan and go, accessing on-demand fitness content right from their own devices. This transforms every cardio workout into an engaging experience.

**Treo Studio** instantly transforms any space into a dynamic fitness hub. With plug and play simplicity, it offers engaging trainer-led experiences with a curated library of content, delivering the workouts your members love.

**Treo Whole-Person App** empowers your members to achieve holistic wellbeing both inside and outside your facility. By addressing all aspects of their wellness journey, you help members achieve lasting results and build stronger relationships with your gym.

Treo connects with you members beyond the gym walls, increasing motivation and consistency. With Treo, you're not just selling a gym membership, you're investing in a thriving community of members who achieve their fitness goals and return for more.

Empower your members. Elevate your gym. With Treo Wellness.

# Bowflex & Horizon: Treadmill Launch Video – Script

Written by Justine Davis

## Project Overview:

This script was created for a like-live webinar and media launch video highlighting the Bowflex T9 and Horizon 7.0 AT treadmills. Produced for Johnson Health Tech North America, the project focused on promoting new Apple Watch and Samsung Health connectivity features, as well as showcasing product innovations for fitness media, dealers, internal stakeholders, and training purposes.

## [Webinar Link \(Segment Starts at 2:52\)](#)

## Script Text:

I’m excited to show you around these great treadmills. First up, the Bowflex T9.

The T9 is made for runners. For instance, have you ever been following along with a workout and found that by the time the interval is over, you haven’t gotten to your target pace? Bowflex has solved that problem with quick-dial controls, which makes intervals a breeze. Also, the T9 has a responsive drive system, and the FlexZone deck offers an expansive 22x60-inch running surface. That’s plenty of space for a comfortable workout.

It has a reinforced three-zone variable cushioning system that delivers a smooth and impact-absorbing experience. I’ve used many treadmills, and I can tell you this one is super comfortable — and I love that there’s plenty of space to move.

Let’s take a closer look at the console. The T9 features a high-contrast color LCD screen and comes with 10 built-in training programs. With multiple tablet holders, you can put your device anywhere, and the quick Bluetooth connection activates the built-in media center, controlling your music and video with a single touch. It’s things like this that make a big difference, and that’s why the Bowflex T9 is a smart choice for connected treadmill workouts.

Hey, Apple Watch users, get excited! This is the first Bowflex treadmill on the market to offer Apple Watch connectivity. Simply tap your watch to the T9, and your fitness data — including calories, distance, speed, incline, and pace — will automatically sync, resulting in the most accurate measurements possible.

Samsung Galaxy Watch users, don’t worry — we’ve got you too! You can also sync your metrics to the Samsung Health app. And with Bluetooth FTMS, you can dive into all the popular fitness apps like JRNY, Peloton, and Zwift and sync your workout metrics when you’re paired with your mobile device or tablet.

And if fitness apps aren't your thing, you can also stream your own media to the T9's integrated speakers. This tread is rock-solid and comes with a great warranty on the frame and motor. So you can be confident this treadmill will stand up to your toughest workouts.

So it's clear: the T9 brings some pretty unique features to the table.

Next up, let's check out the Horizon 7.0 AT treadmill. This fifth-generation model is the latest treadmill in Horizon's Studio Series lineup.

This treadmill is engineered to work with popular fitness apps like Peloton, Zwift, AtZone, and Nike Run Club, putting you in charge of your workout. With Horizon, you can create a studio experience at home for less. I love how you aren't tied to just one fitness app or subscription — and you aren't paying extra for a built-in touchscreen. You can truly work out your way with the apps you already use.

Just like the T9, the Horizon 7.0 AT lets you connect your devices with Bluetooth, join a trainer-led class, catch up on your favorite shows, or rock out to your playlist with the built-in speakers.

And new for this model, Apple Watch connectivity lets you effortlessly sync fitness data by simply tapping your watch to start tracking and get the most precise workout metrics.

I'll tell you what — not all treadmills connect this seamlessly. With just a quick tap and two clicks, I'm able to sync all my workout data. It's like magic!

Let's take a look at the console. The Horizon 7.0 AT also features those handy quick-dials we loved on the T9. Adjust your incline and speed with a simple spin — less time pressing buttons, more time running.

The durable 20 x 60-inch deck has the ideal amount of flex and is supportive through your most challenging runs. The 7.0 AT is built to last and comes with a great warranty on the frame and motor.

There you have it! Whether it's their quick-dial controls, the new Apple Watch connectivity, or the impact-absorbing running decks, the Bowflex T9 and Horizon 7.0 AT have everything you need to elevate your running game.

# Treo Wellness: Corporate Wellness Solution Promotional Video - Script

Written by Justine Davis

## Project Overview:

This script was developed for a corporate wellness promotional video introducing Treo Wellness's customized employee wellbeing programs. The goal was to create clear, motivating messaging that highlighted Treo's personalized approach, employee benefit integration, and the broader impact on organizational health and productivity.

## [Watch Full Video](#)

## Script Text:

Treo Wellness is dedicated to helping all people discover their healthy lifestyle. As a corporate wellness solution, Treo Wellness partners with businesses like yours to deliver whole-person wellbeing programs to your teams.

Treo Wellness is designed to empower each employee to adopt the habits that are most important to them. Whether it's healthy eating, fitness, or building resilience, Treo Wellness is customized to each person.

Your employees will select unique health goals and select their own habit-building tools to create personalized experiences, driving better engagement and health outcomes.

Treo Wellness can help you improve visibility and utilization of all employee benefits, using our organization-specific content feature designed just for you. Highlight upcoming events, display new benefits, or link directly to perk offerings for your business.

When you support your employees' wellbeing, they can show up to work feeling their best, creating a healthier, more productive workplace.

Ready to elevate your corporate wellness strategy? Power with Treo Wellness today to experience the power of whole-person wellbeing.

# Treo Announces New On-Demand Fitness Content – Press Release

Written by Justine Davis

## Project Overview:

This press release was developed to announce the launch of Treo Wellness’s new On-Demand Fitness Content. The goal was to highlight the expansion of Treo’s digital wellness offerings, emphasizing the variety and accessibility of workouts designed to support whole-person wellbeing.

## Published Release

### Press Release Text:

**COTTAGE GROVE, Wis.** – Treo Wellness, a division of Johnson Health Tech North America, announces the launch of our all-new On-Demand Fitness content. The library consists of a variety of both equipment- and non-equipment-based workouts and is available for viewing anytime on the Treo Wellness digital software platform.

“Our workouts are led by top fitness professionals from around the country,” said Katie McNally, Fitness Producer. “We’ve filmed engaging workouts on 7 different equipment types as well as floor-based classes for strength, cardio, stretch, and yoga.”

Adding On-Demand Fitness content to the already robust Treo Wellness Platform delivers even greater value for our members. The workouts support people of all fitness levels and provide motivation to help form healthy exercise habits.

“The studio classes, along with breathwork, mindfulness, and healthy eating videos, round out the whole-person wellbeing content available on Treo like nowhere else,” said Jill Woodward MS, RD, CD, Marketing & Member Experience Manager for Treo Wellness.

On-Demand Fitness content is the newest offering within the Treo Wellness Platform, which delivers personalized wellbeing resources and tools to individuals through corporate, club, or YMCA partners. The On-Demand Content includes over 400 videos so members can easily find the trainer and class they prefer.

“New workouts will be added regularly,” said McNally. “Each category will feature a Workout of the Week to give members different challenges. Completing workouts also earns you Treo Wellness points, moving you up the leaderboard.”

The Treo Wellness Platform now offers the most comprehensive, personalized wellness program solution on the market. To learn more about the Whole-Person Platform or bring Treo to your organization, connect with us at [www.treowellness.com](http://www.treowellness.com).

**About Treo Wellness**

Treo Wellness is dedicated to helping others discover their healthy lifestyle. Treo’s Whole-Person Platform is a turnkey solution for organizations wanting to empower their teams to achieve their personal health goals. Treo provides evidence-based, self-guided tools and virtual coaching support that encourages sustainable habits that energize and invigorate lives. More information at [treowellness.com](https://treowellness.com) or [info@treowellness.com](mailto:info@treowellness.com).

# Thank You Justine Davis

Video Producer | Content Strategist

[jkrober99@gmail.com](mailto:jkrober99@gmail.com)

[LinkedIn](#)

[Watch My Work](#)

[Website](#)