

# JUSTINE DAVIS

Communications & Content Strategist  
Multimedia Producer

Portfolio 2026

[jdmediaworks.com](http://jdmediaworks.com)

# Summary

I'm a communications and multimedia professional with 20+ years of experience creating clear, engaging content for brands and organizations. My background combines storytelling, video production, graphic design, and writing, with a strong focus on planning, organization, and collaboration. I'm known for bringing structure to creative work and delivering polished content that supports real communication goals.

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# Specialties

- Content strategy, messaging, and campaign support
- Video production, editing, and motion graphics (**Adobe Premiere Pro / After Effects**)
- Graphic design and layout (**Adobe InDesign / Illustrator / Photoshop**)
- Writing for marketing, internal communications, and public-facing audiences
- Cross-functional collaboration and stakeholder coordination
- Project management, creative systems, and workflow improvement

# Video Highlights



## Demo Reel

A quick highlight reel of my work across fitness and wellness brands, featuring end-to-end production, editing, and motion graphics.



## Treo Wellness: Complete Digital Gym Package

Produced + edited this promotional video including custom motion graphics.



## Treo Wellness: Corporate Wellness Solutions

Produced + edited this corporate promo video, including scripting, motion graphics, and AI voiceover narration.



## Bowflex + Horizon: Treadmill Launch Webinar (Apple GymKit)

Produced “like live” webinar highlighting Apple GymKit integration. Project lead: co-writing, directing, and co-editing.

# Design Highlights



## Treo Wellness: Thumbnail Design System

Built a repeatable thumbnail system to support brand consistency and improve click-through performance.

Tools: Photoshop • Branding • Templates



## Treo Wellness: Promotional Thumbnail

Designed a branded promo thumbnail using strong hierarchy and clean composition for digital audiences.

Tools: Photoshop • Compositing • Layout



InDesign Class Project

## Bring Your Own Laptop: Training Brochure

Designed a clean multi-section marketing flyer with strong hierarchy and print-ready layout.

Tools: InDesign • Layout • Typography



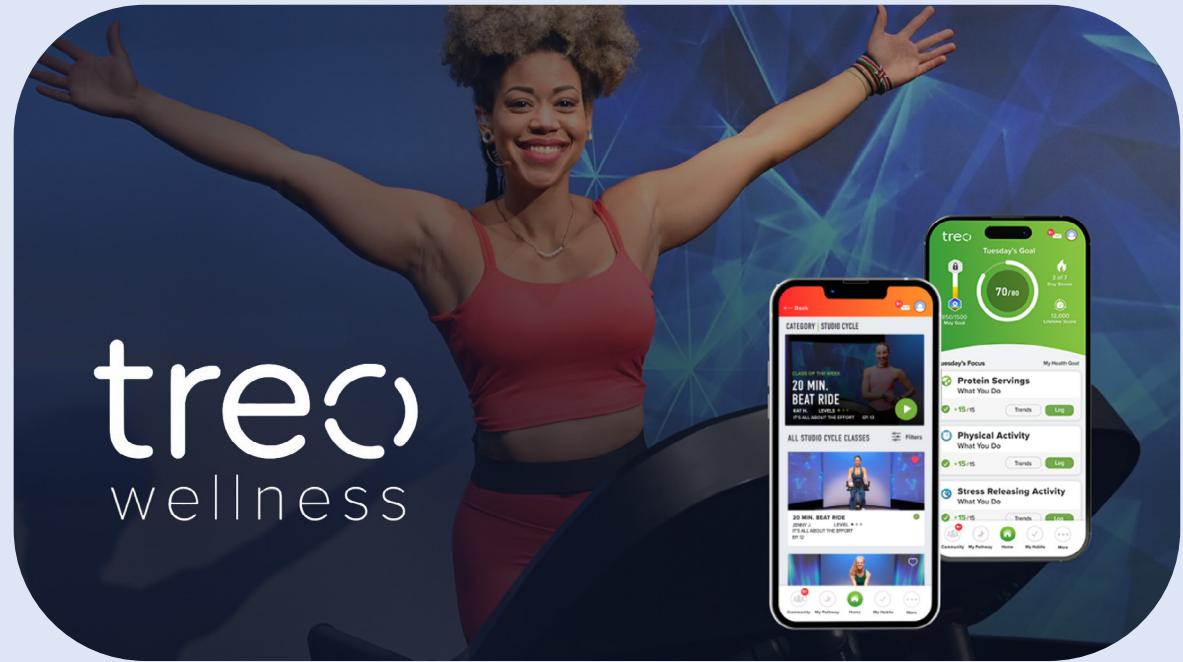
InDesign Class Project

## Annual Report Layout Spread

Created an annual report-style layout emphasizing typography hierarchy and clean visual flow.

Tools: InDesign • Editorial Design • Styles

# Writing/Comms Highlights



## Press Release

### Treo Wellness: On-Demand Fitness Launch

Wrote a product launch press release announcing new digital fitness content and positioning the value for member engagement.

[Read Press Release](#)



## Video Script

### Complete Digital Gym Package

Created clear, motivating messaging for a promotional video highlighting Treo's digital solution and gym operator benefits.

[Read Script](#)



## Launch Webinar Script

### Bowflex + Horizon Treadmill Launch (GymKit)

Co-wrote the product overview segment of a “like-live” launch webinar, highlighting key treadmill features and Apple GymKit connectivity for dealers, media, and training use.

[Read Script](#)



# Let's Connect

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