

JUSTINE DAVIS

Communications & Content Strategist

Multimedia Producer

Portfolio 2026

jdmediaworks.com

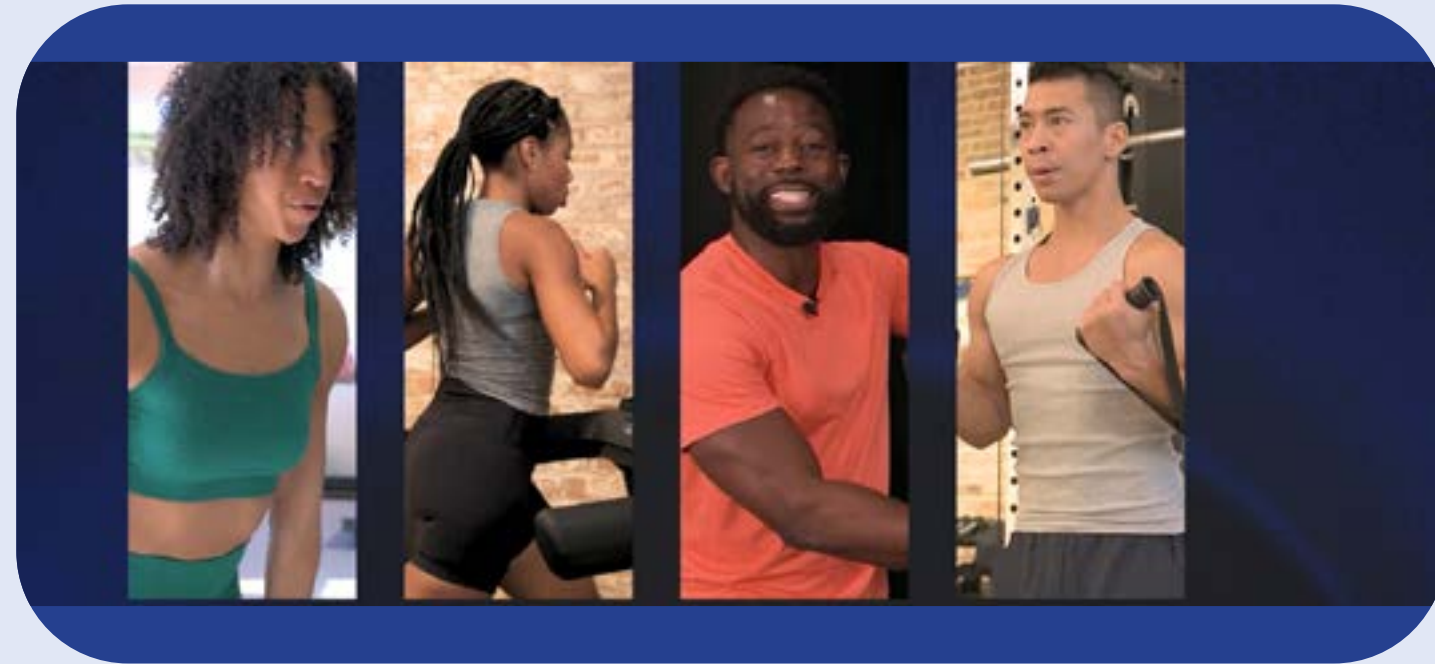
Summary

I'm a communications and multimedia professional with 20+ years of experience across broadcast television, corporate content, and marketing production. I've built creative studios, led cross-functional teams, and taken projects from concept through final delivery — video, design, writing, and everything in between. I bring a producer's instinct for organization and a storyteller's eye for what actually lands with an audience.

Specialties

- Content strategy, messaging, and campaign development
- Video production, editing, and motion graphics (**Adobe Premiere Pro • After Effects**)
- Graphic design and layout (**Adobe InDesign • Illustrator • Photoshop • Canva**)
- Writing for marketing, internal communications, and public-facing audiences
- Creative studio operations, workflow development, and project management
- Cross-functional collaboration and stakeholder coordination

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 • Brand Identity • Templates



Komatsu Mining: SOC 2 Challenge Coin

Freelance commission designing a branded challenge coin for Komatsu Mining's cybersecurity team — SOC 2 certification.

Tools: Illustrator • Brand Identity • Print/Production



Bring Your Own Laptop: Training Brochure

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

Tools: InDesign • Layout • Typography



Trail View Homes: Brand Stationery

Designed letterhead for a single-family home rental brand, including logo and layout.

Tools: InDesign • Illustrator • Brand Identity

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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