

BRAXTON JOY

(615) 310-5637 · bdjoy2028@gmail.com · [linkedin.com/in/braxtonjoy/](https://www.linkedin.com/in/braxtonjoy/) · github.com/bdjoy2028 · [Portfolio](#)

TECHNICAL SKILLS

Languages & Databases – HTML5, CSS3, JavaScript, Python, C++, Java, MySQL, MongoDB

Editing Tools – Adobe Creative Suite, Photoshop, Premiere Pro, After Effects, InDesign, Illustrator, Final Cut Pro, Microsoft 365 Office Suite, Sprout Social, Microsoft Sharepoint, Daktronics Venus Control Suite

Libraries & Frameworks – Angular, Bootstrap, ReactJS, Node.js, Express, Handlebars.js, TypeScript

Video Production, Analytical media, Slack, GitHub, Visual Studio Code, Figma, JSON, jQuery, Rest APIs, Cloud Software

EDUCATION

Google – AI Essentials Coursera Bootcamp

May 2024

Project Management Professional (In Progress)

*Complete by Apr 2025

Vanderbilt University – Full Stack Web Development Boot Camp

Feb 2024 – Aug 2024

Art Institute of Tennessee – BFA in Digital Filmmaking & Video Production

July 2018

Google – Cybersecurity Coursera Bootcamp

June 2024

EXPERIENCE

Company Founder & Owner, Joyful Noise Video Productions, LLC

Jan 2013 – Feb 2023

- 10 years served as a standout film student that founded and owned Joyful Noise Video Productions, LLC. An independent video production company led by me that generated phenomenal reviews, innovative content, established million-dollar relationships, and elevated a small community within the art of video production and other various creative services.
- Created high-level multimedia, creative projects for clients to Brand, Market, or Creatively elevate their Fortune 500 companies such as Vanderbilt University and Sony Music.
- Directed and managed various creative design teams such as graphic designers, writers, video production crews, and much more.
- Led, collaborated with, and recruited top-level film directors, creative teams, camera operators, video editors, and broadcast managers for professional shoots and 5-6 figure production budget projects.
- Served as a producer that led pre and post-production needs from research, organizing, scouting, creative shot list creation with clear animation, video/photo editing, animating, and managing financial assets relevant to the client and the execution of the project.
- Created and fostered relationships with all existing and potential vendors, clients, and interested parties to support all broadcast, film, video equipment, and editing systems and other related camera equipment.
- Stayed current with new technology, editing/coloring/animation software, camera/computer or other interesting equipment relevant to elevating production needs.
- Assisted in maintaining an organized video library of assets, video camera equipment and necessary supplies for video editing & production
- Served as an award-winning screen play writer in Hollywood that used his talent to help clientele effectively develop storyboard and write scenes for commercials, films, and more.
- Shot photography upon request and edited high quality photos via Adobe Photoshop
- Edited video footage via color correction using Adobe Premiere Pro, adding motion graphics and effects in Adobe After Effects to ensure attention grabbing and high-quality visual presentation.
- Edited b-roll & sizzle packages highlighting key activities for companies and creative clientele.
- Pre-production with shot lists included, directed, shot, and edited valuable content such as music videos, branding creative content, large multimillion dollar real estate infrastructures, commercial spots and much more that were formatted for broadcast television, movie theaters, interactive television, streaming, and social media marketing.
- Possessed expertise in web development that required the use of languages such as HTML5, CSS3, and JAVASCRIPT that tailored marketing content for web delivery and distribution.
- As an award winning writer, I used my expertise to provide creative writing skills and also led creative writing teams in services such as e-marketing, typography, large scale print, guerilla, and much more.
- Created master clips and encodes to multiple formats for distribution

- Captured photo & video content based on creative project brief for brand & social projects and overall company needs.
- Supported the technical requirements related to background music & audio, while syncing audio to video based on necessary data rates, resolution, and final export for the ultimate visual experience.
- Shot creative content with various modern industry standard film cameras such as ARRI, RED CAMERA & BLACK MAGIC, DSLR cameras, drones such as DJI, GOPRO cameras, and more.
- Collaborated with various businesses such as NASHVILLE CHAMBER OF COMMERCE, VANDERBILT UNIVERSITY MEDICAL CENTER, SONY MUSIC, NASHVILLE CHILDREN'S THEATRE, and more on high budget brand shoots for social, marketing, and creative media purposes to fulfill specific content gaps.
- Collaborated with newbuild, refurbishment and entertainment technical teams to utilize future proofing technologies through the procurement and integration of broadcast equipment, such as video servers like Castus & MAM/DAM, delivery devices, LED walls and projection equipment to elevate quality of theatrics and ensure the longevity of projects.
- Leveraged data analytics, consumer insight and customer feedback to drive marketing and production strategy.

Digital Marketing/Social Media/Sales/Multimedia Manager, Nelson Mazda

Apr 2022 – January 2023

- Created and moderated content for social media (Instagram, Facebook, TikTok, Pinterest), newsletters, emails, online web posts to maximize communicative effectiveness amongst various channels.
- Led company marketing campaigns that aligned workforce through employee outreach, community pride, and emotional connections, while ensuring Brand look and tone across all creative work.
- Proficiency in content management via WordPress, SEO principles, compliance with ADA/WAG standards.
- Collaborated with creative team to ensure marketing campaigns intrigued audience to apply for workforce at the company and elevate talent attraction and retention statistics.
- Monitored and analyzed the performance of digital content and campaigns using analytics tools such as Google. Provided reports and insights to optimize strategies and improve engagement. Adjust strategies as need to improve reach and engagement.
- Formulated paid search campaigns on analytical platforms such as Google Ads, Microsoft Ad Center, etc.
- Developed, curated, and manage engaging digital content for various digital, social media platforms, websites, and other communication channels that connect both the workforce and the intended customers.
- Implemented and managed social media strategies intended to elevate company's online presence, engage with the audience, and drive traffic towards digital platforms, website, and products. Tasks included: Scheduling posts, monitoring engagement, and analyzing performance metrics through Google and third-party software.
- Created visually appealing graphics, videos, and other digital content via Adobe Creative Suite intended for marketing, social media, human resources, and communications.
- Created, managed, and strategized paid digital media marketable content advertised on multiple media outlets and negotiated the sales and business deals with Fortune 500 vendors and various business partnerships that maximized the visibility of the company & increased ROI by 15%.
- Collaborated with the board of directors of the car dealership, while creating and leading a strategic sales strategy and marketing campaign that grossed over \$25 million dollars in sales during my tenure in which set a record.

Digital Marketing/Multimedia/IT Support/Social Media/Sales Manager, Vanderbilt University Medical Center

Sep 2017 – Mar 2022

- 5 years served as an interdepartmental manager for the Center of Excellence with Vanderbilt University Medical Center.
- Optimized network performance and addressed IT security concerns for the Center of Excellence by implementing improvements and reporting to management, which enhanced network reliability and ensured compliance with industry standards.
- Designed and implemented communication plans through visual digital content that effectively conveyed company policies, initiatives, updates, procedures, mandates, and more.
- Collaborated with cross function teams such as IT, human resources, third party departments and vendors to ensure alignment on future projects, events, and organizational goals.
- Created visual videos, graphics, infographics, animations, presentations, blogs via Adobe Creative Suite and Adobe Graphic Design Suite to support various departments such as IT, human resources, third party vendors and departments, and more to support marketing, social media channels, and other organizational goals.
- Provided consultation and support to create, maintain, and elevate positive work environment for team and board of directors through encouraging digital content.

- Resolved complex network and hardware issues by troubleshooting and managing Mac operating systems, which increased productivity and streamlined problem-solving processes.
- Proficiency in content management via WordPress, SEO principles, compliance with ADA/WAG standards.
- Helped facilitate the sales of a \$3 million annual government contract. Create innovative marketing campaign that increased profits, marketability, and visibility by 53% during my tenure there.
- Supported the human resources, IT, communications, and in house team with business analysis and manage project responsibilities for the company that offers benefits such as client success, finance, branding, etc.
- Managed online applications that provided access to subscriptions and accounts for hundreds of clients and employees that provided access to classified documentation, talent attraction and retention, and access to company database features within portal.
- Created & managed social media accounts and strategies platforms that engaged with intended audience and drive traffic towards company's presence.
- Developed, curated, and managed engaging content for various digital platforms including commercials, social media (Instagram, Facebook, TikTok, Pintrest), websites, interviews, event highlights, executive messages, and internal communication channels, ensuring consistency in messaging and mission statement.
- Created paid media search campaigns & digital marketable content advertised on multiple media outlets, in which increased followers and viewership for the account by 10% each month per post, click, and customer retention.
- Collaborated with multiple stakeholders to develop visual content for internal communications, human resources, executive communications, investor government relations, and public relations.
- Created engaging visual content for marketing campaigns due to performance-based media optimization and subscription marketing via cable, Amazon Prime, etc.
- Supported the development of digital assets for the company's intranet, website, social media, and email campaigns with elegant digital content that serves purpose of board of directors.
- Ensured all multimedia content adheres to brand guidelines and maintains a consistent look-and-feel.
- Stayed updated with industry trends and best practices in video production, multimedia design, and corporate communications.
- Formulated paid search campaigns on analytical platforms such as Google Ads, Microsoft Ad Center, etc.

Digital Media Specialist, Davidson County Office of District Attorney General

Apr 2023 – Present

- Enhanced digital web applications to manage sensitive federal media content by developing and refining features with a team of 10, which improved the quality of evidence preparation for court proceedings and supported effective prosecution.
- Secured the distribution of encrypted media by managing its transmission to law enforcement and government officials across Tennessee, ensuring confidentiality and accessibility of sensitive information.

IT Technician Support Specialist, New Cedar Grove Missionary Baptist Church

Jul 2016 – Jan 2025

- Resolved hardware, software, audio, and network issues for a \$300,000 media control bay by providing technical support and maintenance, which ensured uninterrupted operation and enhanced overall productivity.
- Modernized the audio and visual editing equipment through a \$250,000 renovation project by leading the upgrade efforts, resulting in improved quality of production and more efficient media management.
- Onboarded over 5 new staff members by conducting training sessions and providing support, which facilitated smooth integration and effective use of the system.

PROJECTS

Pure Will | [Click Here](#)

- I directed the entire project and led the pre-production, video production, and postproduction process on this video project.
- The client approached me about creating a motivational fitness video starring themselves that was supposed to encourage a healthy lifestyle, a “never give up” attitude, and killer instinct mentality that motivated viewers to be the best version of themselves.

Fitness Montage | [Click Here](#)

- I directed the entire video shoot. I was a solo crew as I executed the pre-production, video production, and postproduction process on this video project.
- The client approached me about creating a fitness montage video starring the client themselves performing specific exercises in a creative, attention-grabbing transitions and editing cuts for social media purposes.