



My --- Portfolio

Freelance Creative Designer | Ad Creative Specialist | Video Editor



Introduction

I am a Content Creator, Video Producer and Founder with experience producing social-first, high-performing video content across events, culture and digital media. I specialize in translating live moments into scroll-stopping videos through strong storytelling, confident on-camera presence, and end-to-end production from filming and editing to visual direction and publishing.

I've led content production for large-scale conferences, media platforms, and creative studios, collaborating with artists, performers, brands, and production teams to deliver content that drives engagement and brand growth.

Directed and produced campaign, lifestyle, and behind-the-scenes content, overseeing creative direction, styling, framing, and on-set execution to deliver visually consistent, brand-aligned stories.

Key Skills

Production & Editing

- Adobe Premiere Pro
- CapCut
- Short-form vertical video
- Event & BTS coverage

On-Camera

- Hosting & presenting
- Interview delivery
- Scripted & unscripted dialogue

Content Strategy

- Platform trend optimization
- Brand voice alignment
- Engagement-driven storytelling

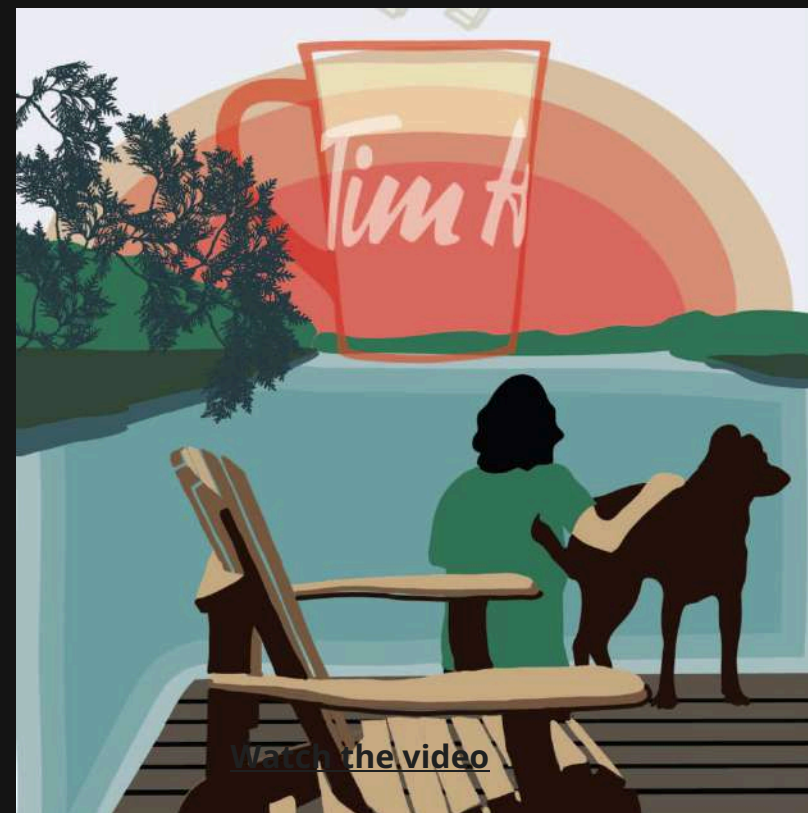
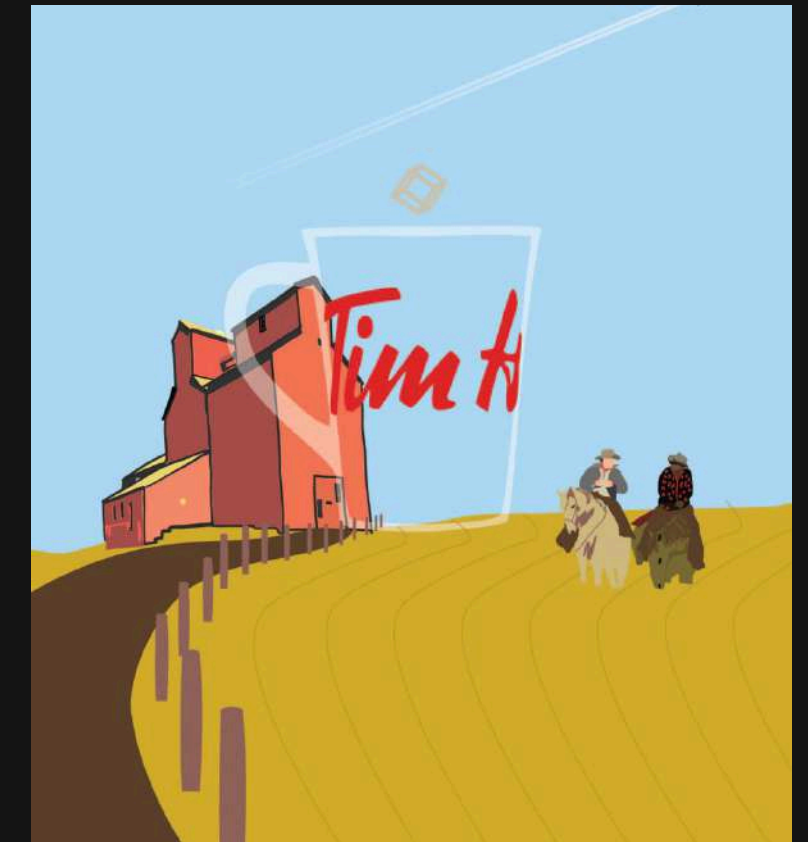


Tim Hortons

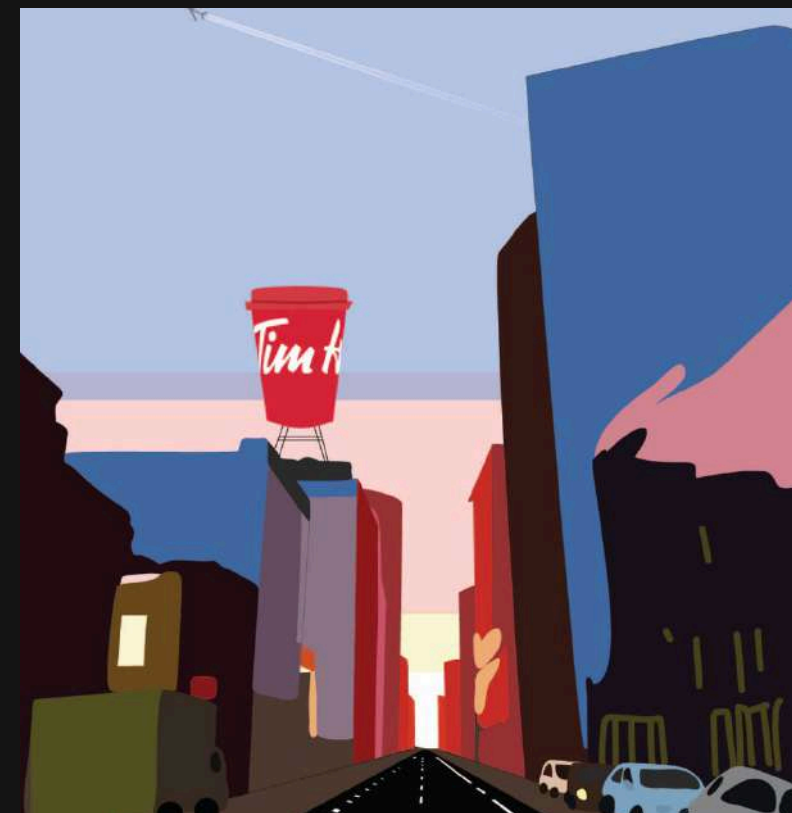
Production & Installation Designer | Environmental Graphic Designer
Retail Design Production Specialist

Worked on design and production assets for Tim Hortons locations, supporting the creation of in-store visuals and branded environments. This included preparing and editing design sheets, adapting layouts, and ensuring all assets were print-ready and aligned with brand guidelines. I was involved in refining installation designs, adjusting layouts for real-world application, and delivering final production files for large-scale prints. The role required strong attention to detail, consistency across multiple assets, and an understanding of how digital designs translate into physical spaces.

Through this work, I contributed to creating cohesive, visually consistent brand experiences across retail environments while maintaining accuracy and quality throughout the production process.



[Watch the video](#)



Hi Garden

Motion & Media Designer | Content Creator | Videographer | Video Editor | Visual Storyteller

HiGarden International creates nature-inspired regenerative indoor environments designed to enhance human wellbeing. Guided by the philosophy that “Every Building Works Like a Forest,” the company develops innovative products and spaces that reconnect people with nature while supporting physical, mental, and intellectual wellness.

In this role, I worked across ideation, content creation, videography, editing, and visual design to produce engaging digital content for marketing and social media. I created video storytelling, graphics, and brand visuals that translated HiGarden’s bio-regenerative design philosophy and “Seven Dimensions of Wellness” into accessible, engaging content. I also collaborated with influencers and creators to expand the brand’s reach and connect with wellness-focused audiences through visually driven storytelling.

[Visit Website](#)

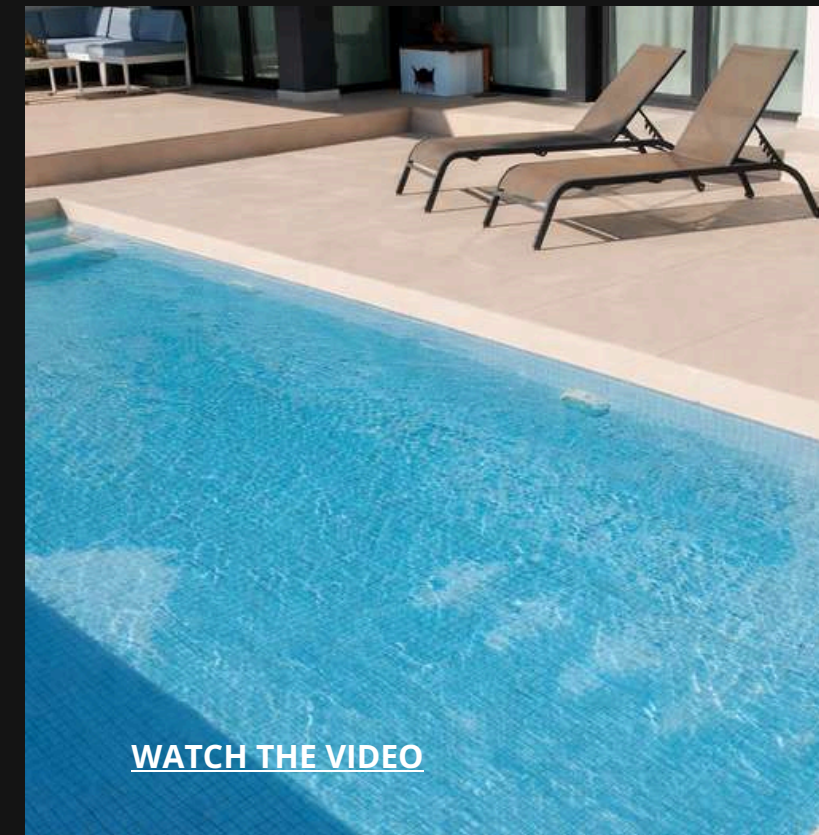


Real State

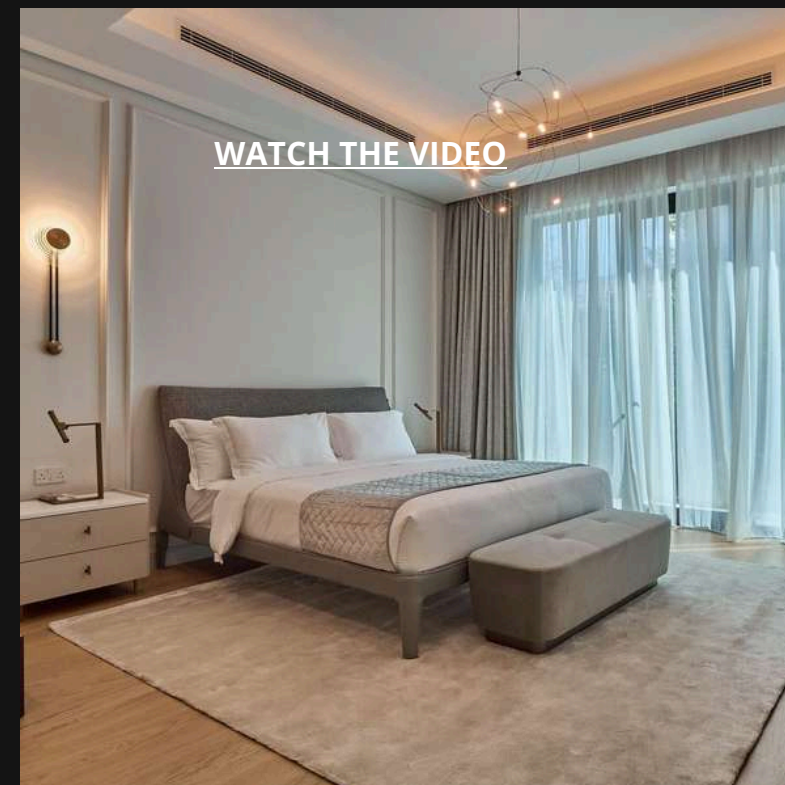
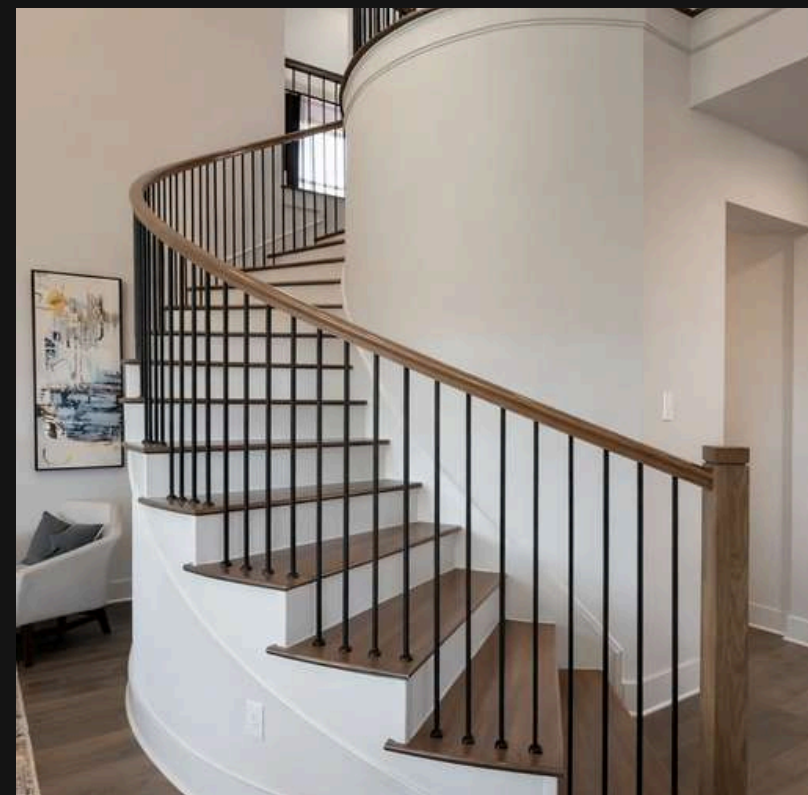
Freelance Real State Photographer & Videographer

Delivered high-quality real estate photography and videography on a freelance basis for clients including Penn State Real Estate Group and Green Desert Real Estate. Produced visual content for property listings, branding, and digital marketing across residential and commercial real estate.

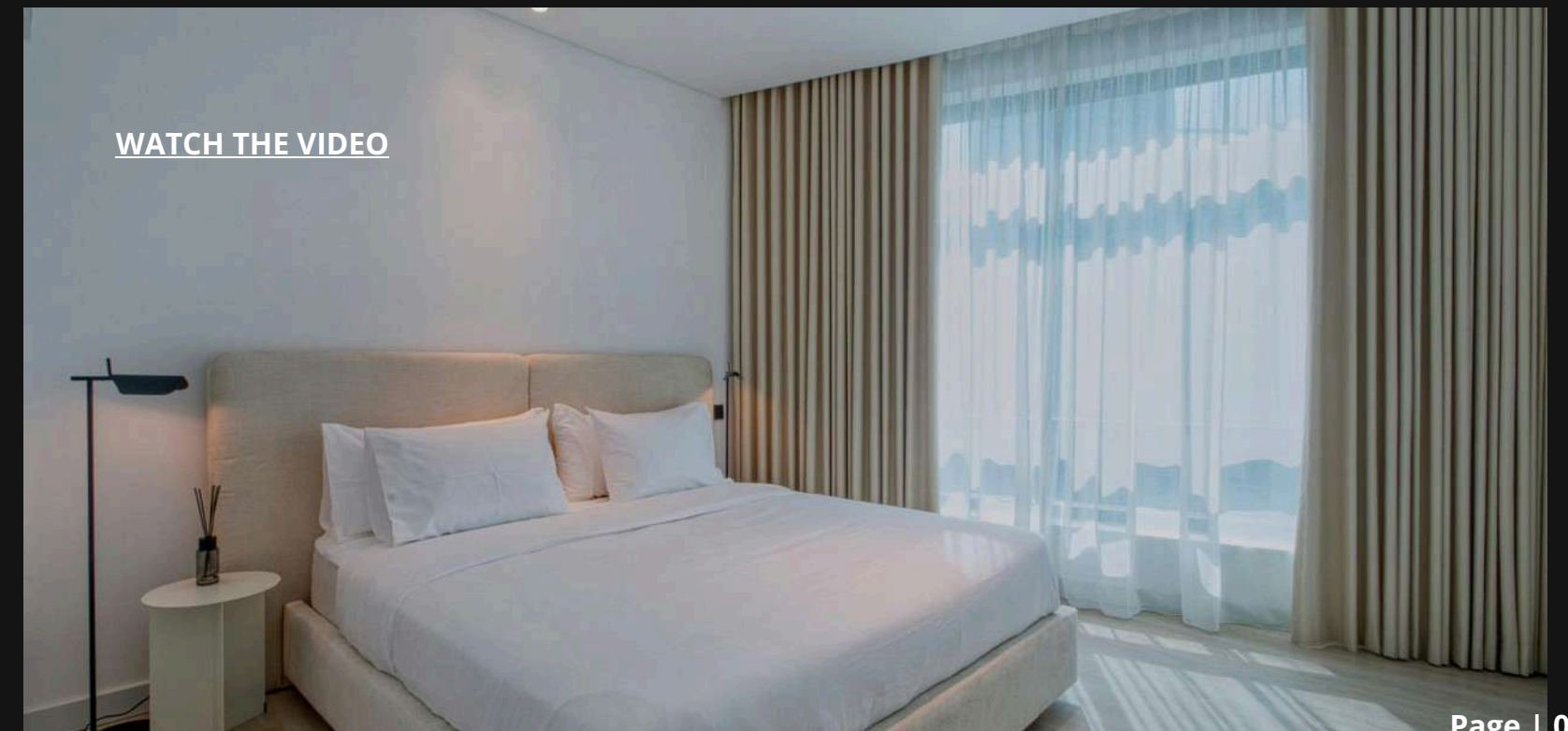
Planned and executed shoots independently, managing composition, lighting, and on-site production. Edited photo and video content using Adobe Premiere Pro, CapCut, and AI-powered editing tools, delivering polished assets optimized for websites, listings, and social platforms.



[WATCH THE VIDEO](#)



[WATCH THE VIDEO](#)



[WATCH THE VIDEO](#)

Automotive Photography videography & Ai editing

Automotive Content | Photo & Short-Form Video



[WATCH THE VIDEO](#)



[WATCH THE VIDEO](#)



[WATCH THE VIDEO](#)



[WATCH THE VIDEO](#)
(Edited using AI)

Produced high-quality automotive photography and short-form video content for brands and private clients, focused on cinematic, social-first visuals. Managed full production process, including creative direction, location scouting, framing, lighting, and dynamic motion shots. Worked with Audi, BMW, and other performance vehicles, adapting visual style to match each brand's identity.

Client: 8BA Motors

Delivered end-to-end content from photography to AI-enhanced video editing. Created promotional reels and transformed static imagery into cinematic visuals using AI tools and advanced editing techniques. Edited and optimized all content using Adobe Premiere Pro, CapCut, and AI-powered workflows for Instagram and digital platforms.

[8bagroup website](#)



The Journey studio

[INSTAGRAM LINK](#)



My Vision

Is to create immersive, culture-driven visual stories and events that capture live moments and transform them into meaningful digital experiences that connect communities and inspire engagement across platforms.



My Mission

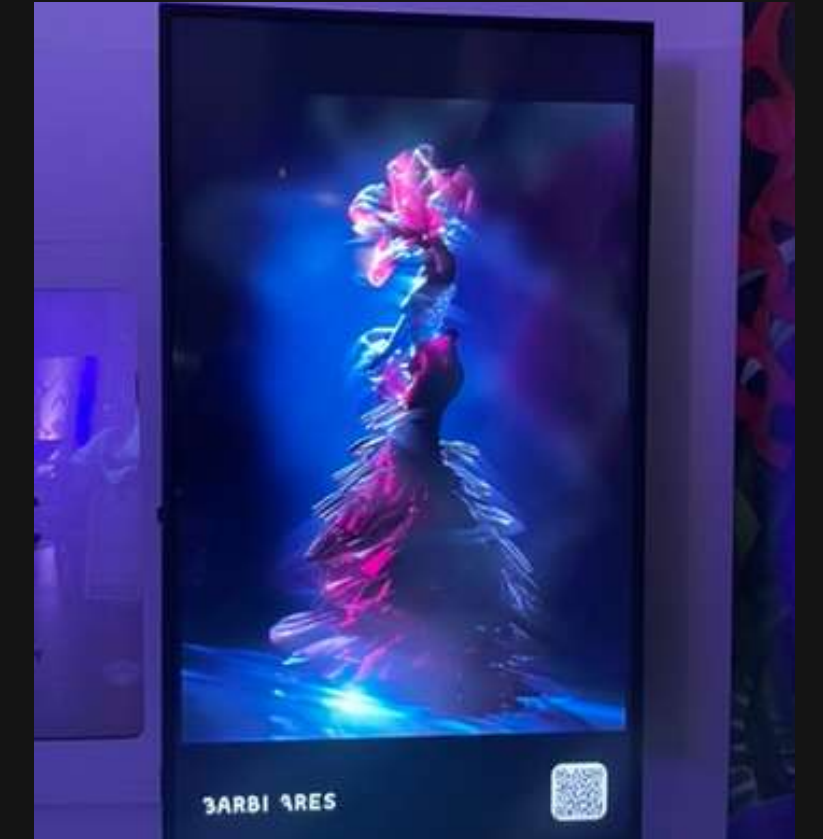
It is to produce high-impact, social-first content by leading every stage of production, capturing, editing, and directing moments into scroll-stopping digital narratives.

Blockchain Futrist conference Toronto

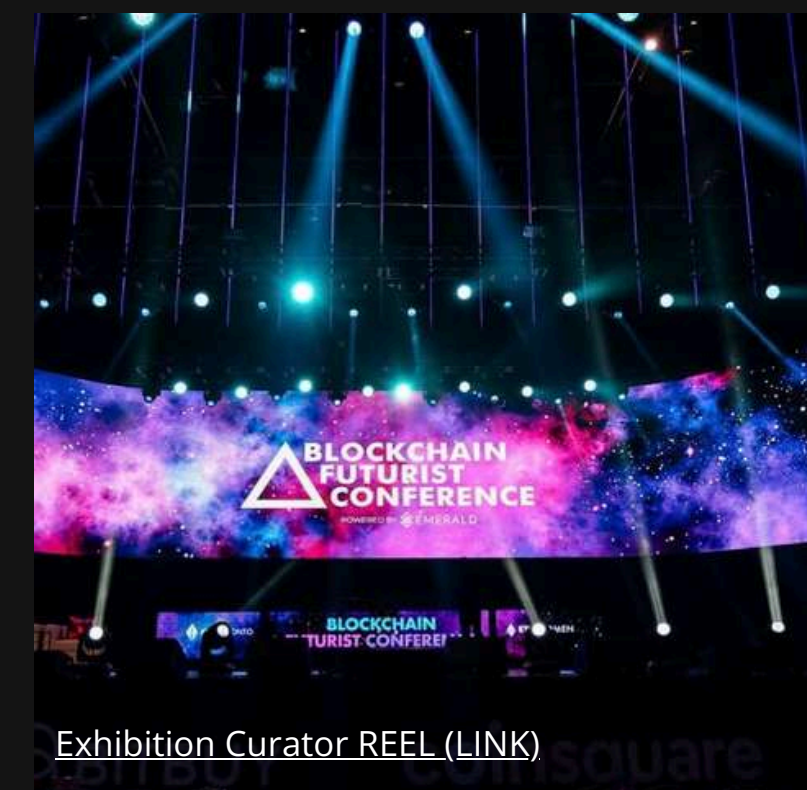
Content Creator & On-Camera Host | Exhibition Curator (Digital Art)

The Blockchain Futurist Conference is Canada's largest Web3 and AI conference, welcoming over 2,000 attendees across technology, innovation, and culture. I captured and crafted social-first content, translating panel discussions, founder interviews, and behind-the-scenes moments into engaging digital storytelling designed for real-time and post-event platforms.

[check out the website](#)



[About the Conference](#)



[Exhibition Curator REEL \(LINK\)](#)



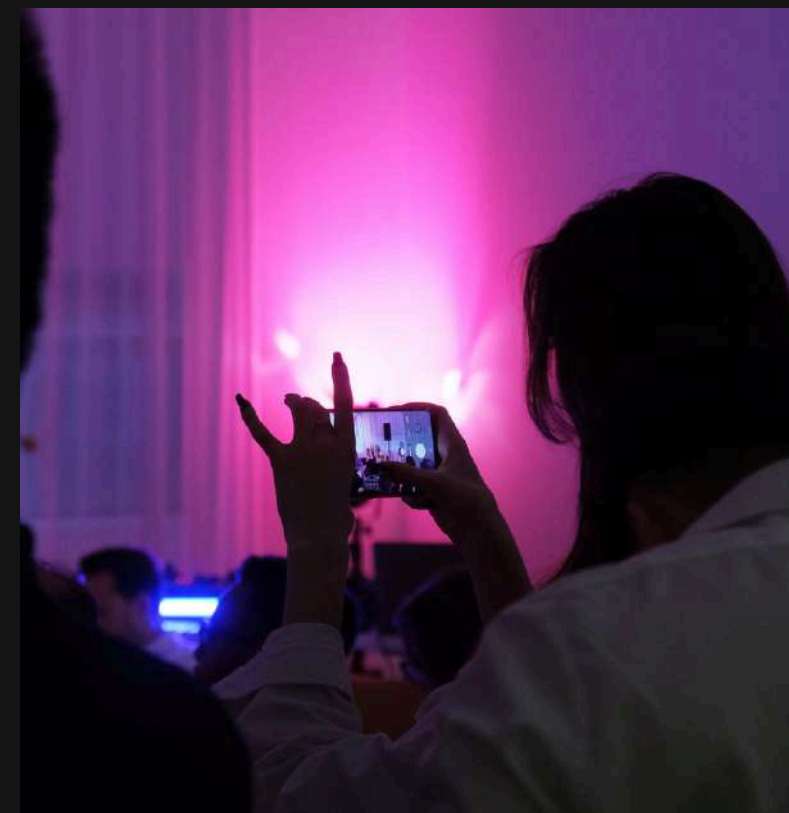
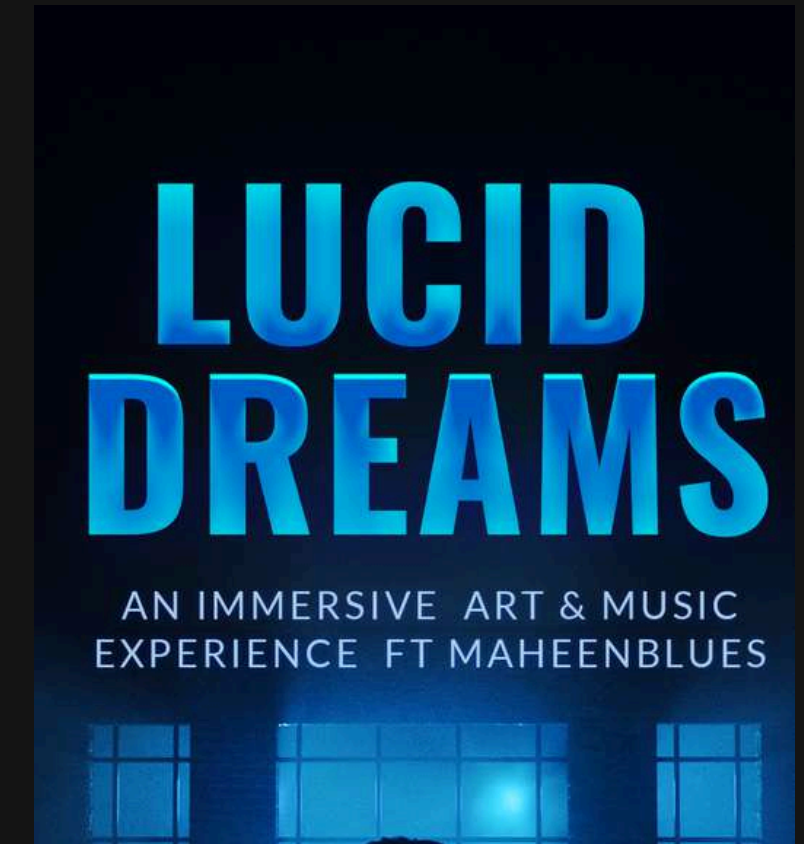
Lucid Dream

Event-Based Content Production | Creative Direction & Visual Storytelling | On-Camera Hosting & Interview | Short-Form Social Video (Instagram-First)

RunWay06 partnered with Journey Studio to promote their new King Street venue, aiming to engage Toronto's creative community in innovative ways. I led the creative direction and content production for "Lucid Dreams", a themed event showcasing the cinematic art of MaheenBlues, paired with live musical performances by Susan VanCuylenberg, Shannon Davin, Elavarasan, Maya Zita, and Evan Carew.

The event attracted over 200 RSVPs and successfully brought together diverse creative communities.

[INSTAGRAM POST](#)



[SEE MORE HERE](#)

Manifest & Connect

Content Creator | Host (Community & Culture) | On-Camera Hosting & Interview

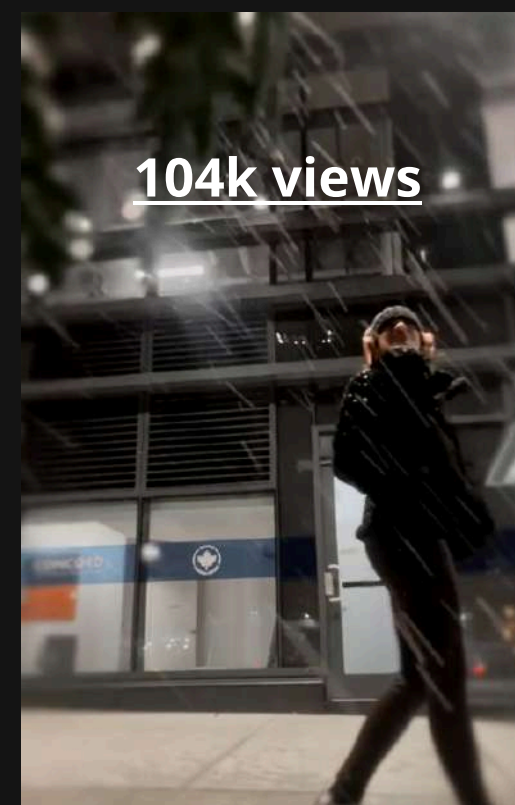
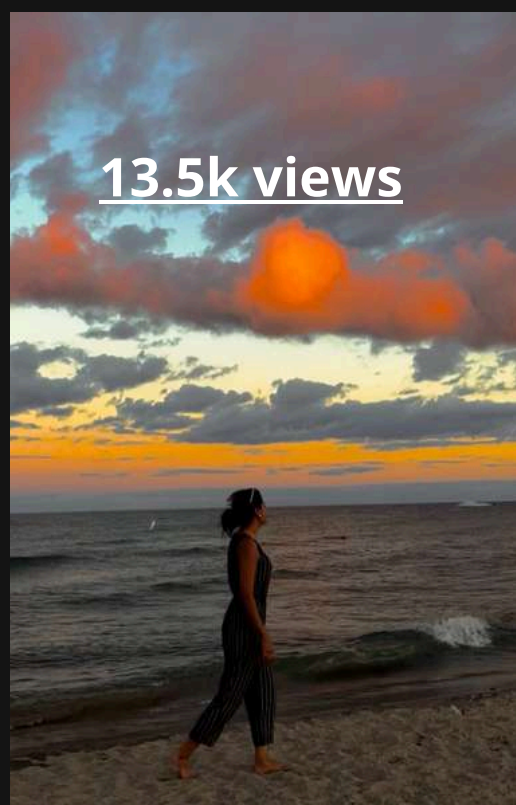
Hosted and produced Manifest & Connect, a community-driven vision board gathering bringing together 25 women entrepreneurs for an evening centered on intention, connection, and shared growth. Planned, captured, and created social-first content that documented the experience through lifestyle visuals, candid moments, and on-camera storytelling.

Acted as the on-camera host, guiding conversations and creating a welcoming, inspiring atmosphere while translating the event's energy into engaging digital content. The resulting visuals highlighted the power of community, collective dreaming and women-led entrepreneurship, aligning storytelling with purpose-driven brand narratives.

[Instagram Post](#)



[SEE MORE HERE](#)



Narcity Canada

Instagram page 1.1M Followers

Content Creator | Storyteller | Creative Director

Created lifestyle and culture-focused content for Narcity Canada, producing social-first short-form videos generating 10K-500K+ views per Instagram post. Planned, filmed, and edited trend-aware content optimized for platform formats while maintaining brand voice and campaign objectives.

Appeared on camera in select collaborative projects, delivering engaging, personality-driven storytelling aligned with editorial tone and audience expectations.



Fuji film walk

Photography & Cinematic Storytelling: | Event Coordination & Engagement


Captured and produced dynamic visual content during the Fujifilm Photowalk, an event hosted by Fujifilm, a global leader in imaging and photography. The event brought together photography enthusiasts to explore creative shooting techniques and test Fujifilm cameras. I directed shots and curated visuals that emphasized composition, lighting, and storytelling for social-first content.


[Instagram page](#)







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