

**GUIDING YOU
TO THE FUTURE
OF YOUR BRAND**

JGM**MEDIA**

Creative Direction
Business Development

COMPANY OVERVIEW



Jazz Gordan is a freelance Creative Director that uses innovation and modern brand marketing solutions to create influential campaigns for advertisers and unique brands. His primary focus is implementing transmedia storytelling that affirms brand affinity and a long-lasting culture.

KEY CONCEPTS

Collaboration

Brand Journalism

Transmedia Storytelling

Branding & Aesthetics

Social Campaigns

Media Buying

Digital Presence

Original Content

**OUR GO TO
SOLUTIONS FOR
BRAND LONGEVITY**

4 MAJOR TIPS FOR BRANDS IN 2021

BUILD BRAND FIRST

Stressing about immediate conversion may stunt your growth. Focusing on loyal consumers is always better than One-Off purchases.

LISTEN TO YOUR CONSUMER

Be creative in finding out what your customers enjoy and want to engage with.

BE INCLUSIVE

Produce content and campaigns that resonate with your customer's feelings.

LOCALIZE YOUR DATA

Highlight collaborations to retrieve local nuances and cultural context.



MEDIA BUYING

NATIVE ADVERTISING | SOCIAL MEDIA
ADVERTISING | RETARGETING |
INFLUENCER MARKETING



PARTNERSHIPS

MERCHANDISE | ACTIVATIONS |
COLLABORATIONS



BRANDING

LOGO DESIGN | BRANDED
DOCUMENTS | BUSINESS CARDS |
IMAGE CONSULTING



ORIGINAL CONTENT

ANIMATION | MOVIES | TV SHOW |
INTERVIEWS | DOCUMENTARIES |
SEGMENTS



DIGITAL PRESENCE

PUBLIC RELATIONS | SEO | BLOGGING
| LIST BUILDING | EMAIL MARKETING



CREATIVE DIRECTION

Management and Design of an
upcoming brand rollout to their
audience.



CONTENT PRODUCTION

PHOTOGRAPHY | VIDEOGRAPHY |
COMMERCIALS | ORIGINAL
PROGRAMMING | GRAPHIC DESIGN



FULL MEDIA CAMPAIGNS

A multi phased comprehensive rollout
of a brands new direction, product
drops, brand launch, and much more.

THE PROCESS

**GUIDE YOU
TO YOUR
GOAL.**

1) Research, design,
create, setup.

2) Launch, optimize
and re-align with goal.

3) Promote and Retain
a loyal Audience.

4) Monetize, reach
goal, then repeat.

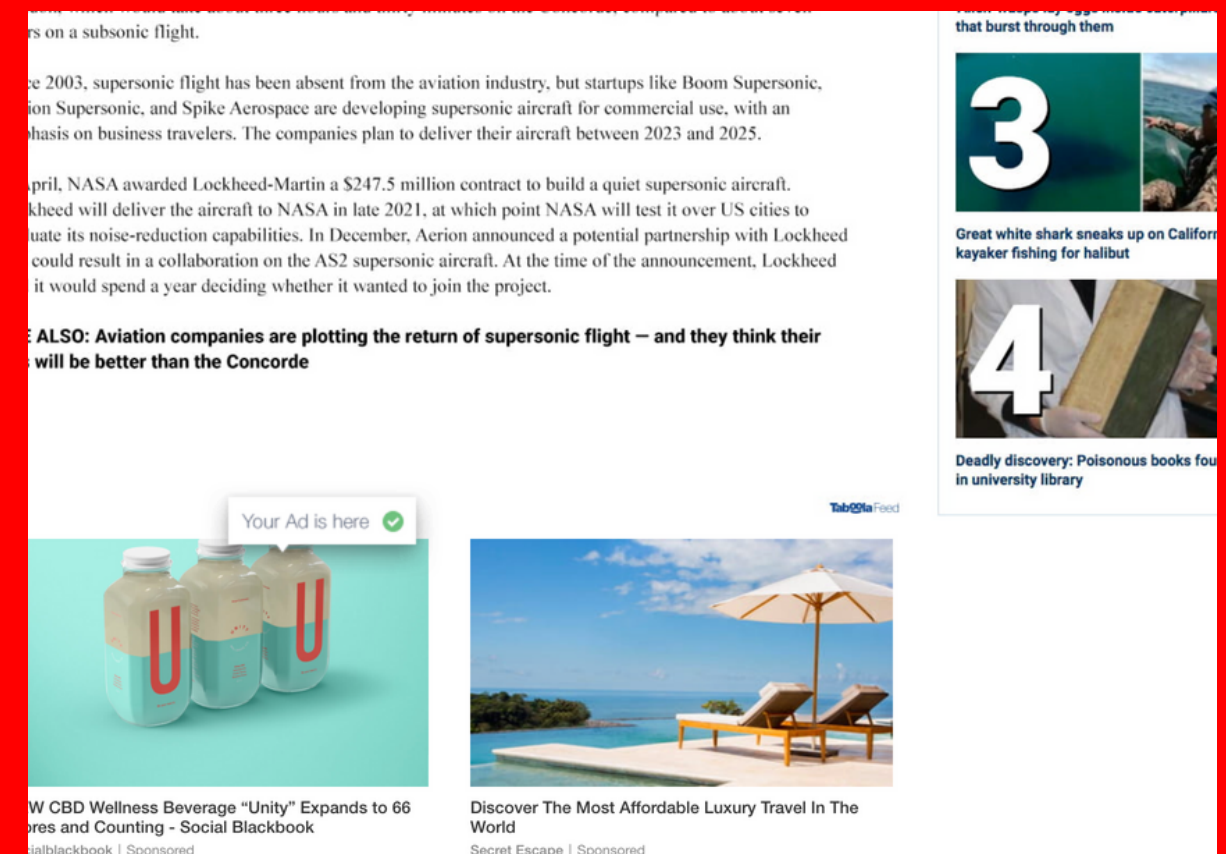
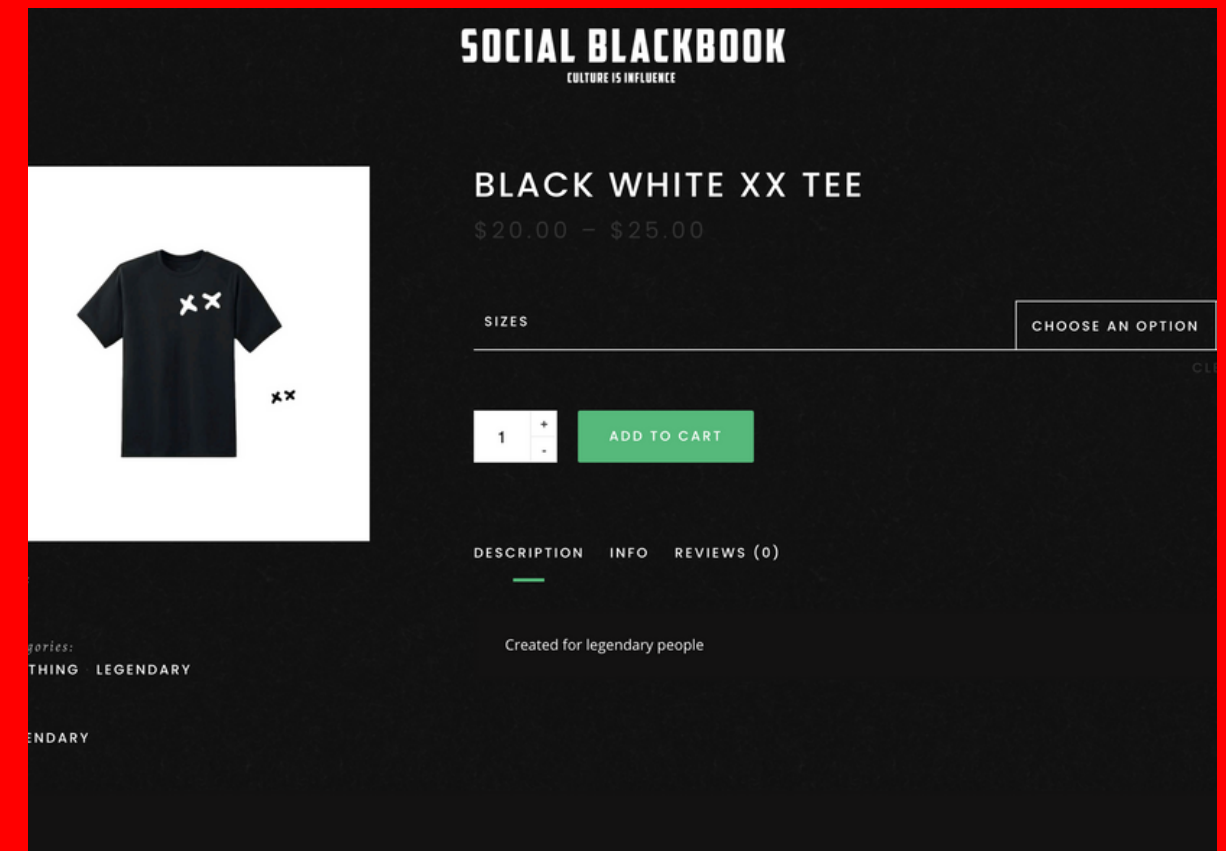
E - COMMERCE

Integration into various commerce opportunities and strategies.

NATIVE ADS

Branding advertising to generate target data and social proof branding around the web.

PRODUCT NUTURING



Podcasts, Interviews, Short Films,
Editorials, for media outlets and
streaming.



ORIGINAL CONTENT

MY PARTNERS



dma united

{<>} Krazy Kode



WEARETHRONE, INC.



Smartfluence

Clickable Impact





PAST CLIENTS



JG MEDIA | MIAMI

HEADQUARTERS

MIAMI

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**KEEP
IN
TOUCH**