

2025

CREATIVE PORTFOLIO

TONI BALDWIN

CREATIVE DIRECTOR + SOCIAL MEDIA STRATEGIST



SOCIAL + DIGITAL MEDIA STRATEGIST



BRAND STRATEGIST



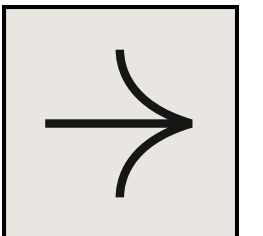
WEB DEVELOPER

INTRODUCTION

Toni Baldwin is a self-taught Creative Director and Digital Media Specialist with over 15 years of experience guiding brands, international companies, and public figures in defining their identities, establishing and expanding their digital presence, and creating compelling, cross-industry content.

Toni's expertise spans a diverse range of industries, including creative marketing, e-commerce, and partnerships with media and creative agencies. She excels in developing content and strategies that resonate across multiple platforms, including social media, television, film, and streaming services, demonstrating a versatile approach that engages audiences effectively across all mediums.

What sets Toni apart is her proven ability to build authentic connections with audiences, driving brand awareness and cultivating strategic partnerships with companies and organizations. She is not merely seeking opportunities but is eager to secure a role that allows her to leverage her expertise, creativity, and influence to foster meaningful engagement and drive measurable growth for brands and companies of all sizes.

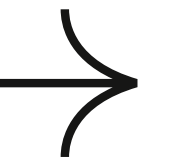


TONI BALDWIN

I am an experienced Creative Director with expertise in social media marketing, content curation, digital design, and strategic storytelling. With over 15 years of proven success as a content creator, brand ambassador, and lead designer, I have developed engaging, impactful content across diverse social media platforms, driving brand awareness and fostering authentic connections with audiences. I have collaborated with key business stakeholders—including creative marketing teams, e-commerce divisions, and media and creative agencies—to conceptualize and execute digital campaigns across the internet, television, film, and streaming services. My portfolio spans industries such as fashion, beauty, travel, food, and lifestyle, and I have worked with both local Atlanta brands and national and international companies.

As a former influencer and current creative director and marketing strategist, I bring a unique perspective, blending creative storytelling with strategic brand-building experience. I am passionate about creating meaningful content, nurturing brand growth, and establishing storytelling strategies that resonate with diverse audiences. I am seeking opportunities to apply my talents, experience, and creativity to foster impactful engagement and drive growth for forward-thinking partners.

ABOUT ME



EDUCATION BACKGROUND

2014

CERTIFICATIONS

NORTH ATLANTA HIGH SCHOOL

I attended North Atlanta High School, where I participated in both the Business Management and Performing Arts Small Learning Communities. During my high school years, I continued to grow my company I founded in 2005.

I completed advanced coursework in media production, business management, budgeting, digital design, marketing management, and creative arts—skills that provided a strong foundation for my professional journey. These experiences allowed me to transition into a full-time creative career immediately after high school. Since then, I have refined my expertise and collaborated with a wide range of local, national, and international brands and organizations, building a diverse and impactful body of work.

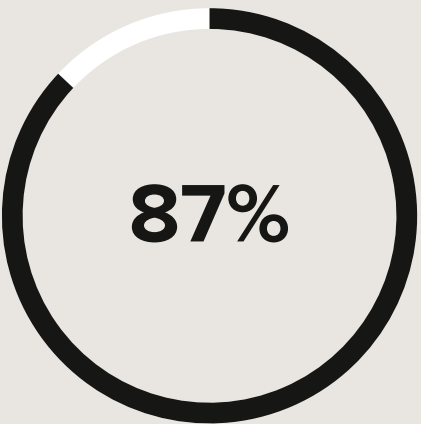
Authorized Squarespace Trainer
September 2018

PERSONAL SKILLS

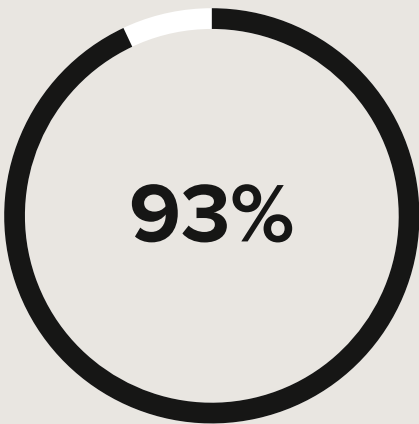
With over 15 years of experience, I specialize in digital marketing, branding and strategy, creative direction, and web design. Dedicated to continuous growth, I actively pursue opportunities to refine my expertise and remain at the forefront of industry trends. This includes participating in workshops, advanced training, and earning certifications to expand my skill set and deliver exceptional results.



GRAPHIC DESIGN



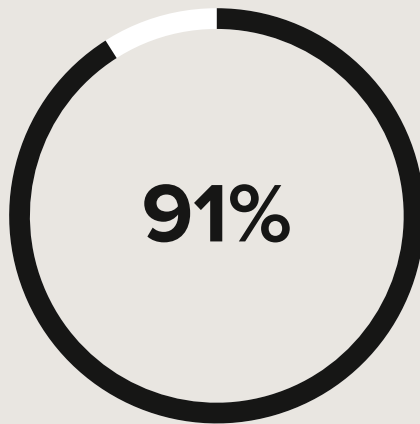
COPYWRITING



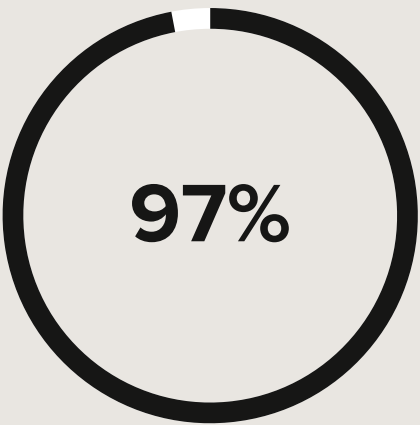
PHOTOGRAPHY



WEB DESIGN



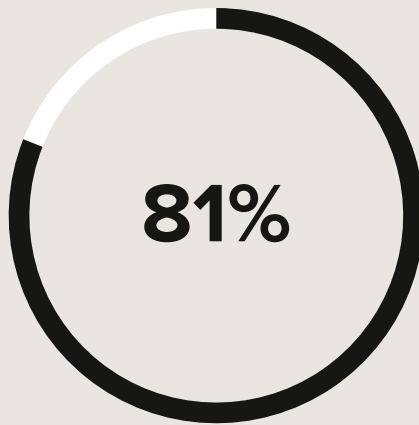
BRANDING + STRATEGY



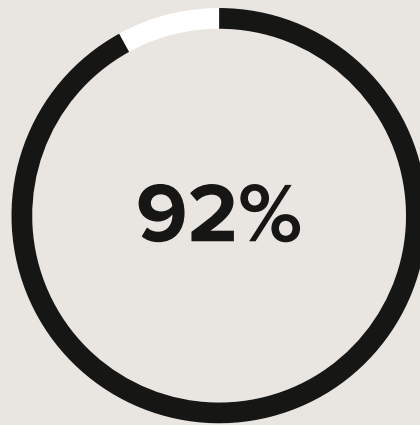
CREATIVE DIRECTION



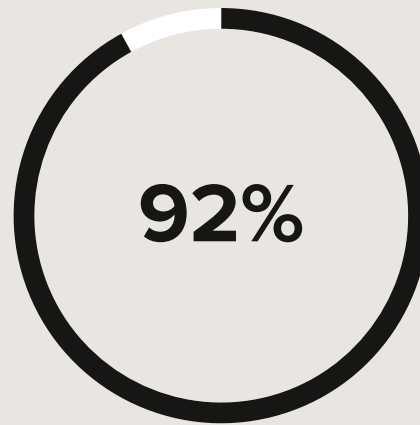
DIGITAL MARKETING



BRAND MANAGEMENT



MEDIA EDITING

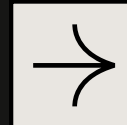


TALENT SOURCING

WORK EXPERIENCE

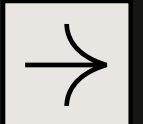


FREELANCE CREATIVE DIRECTOR + SOCIAL MEDIA STRATEGIST



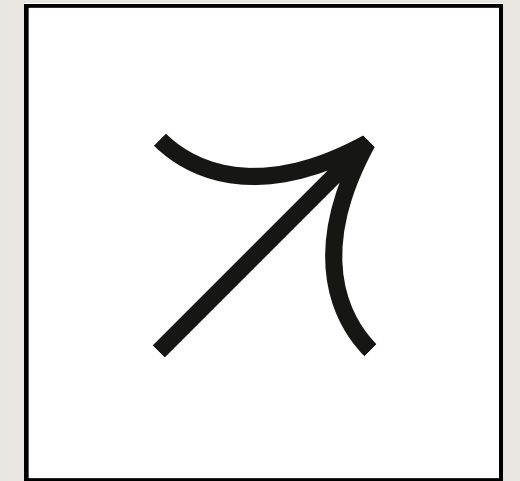
I began my journey in the creative industry at the age of 9 by launching my first boutique creative arts agency. Over the past 20 years, I have had the privilege of collaborating with top-tier brands, Fortune 500 companies, and both local and international organizations. With over 15 years of expertise in marketing, entertainment, branding, social media, and creative direction, I have cultivated a proven track record of delivering impactful, award-winning work on an international scale. I've built a proven track record of delivering award-winning, impactful work by focusing on authentic, organic visions that drive engagement and results.

NOIXZY MEDIA (JUNE 2019 - JULY 2023)



I held dual roles as ***Creative Director and Director of Operations***, leading the creative vision, operational workflows, and social media management for both Noixzy and Noixzy Media. In these roles, I was instrumental in defining and evolving the visual and strategic identity of the brands. I delivered a wide scope of services, including branding, digital media development and production, digital marketing and strategy, web development, and content creation. Beyond creative leadership, I also oversaw day-to-day operations managing internal tasks, coordinating projects, and ensuring the smooth execution of business functions.

WORK EXPERIENCE



BREWDOG (MARCH 2024)



As ***Social Media Manager and Event Coordinator***, I ensured all content aligned with BrewDog's brand identity and resonated with their target audience. By analyzing key performance metrics and leveraging insights from analytics, I strategically focused on growing their Atlanta presence through the Meta platform—resulting in the highest-performing reel within the previous 90 days and a significant increase in engagement. Additionally, I managed a variety of events and responded to both private and public inquiries, demonstrating strong organizational skills and a commitment to fostering meaningful connections.

BLAZE PIZZA (JANUARY 2025 - MARCH 2025)

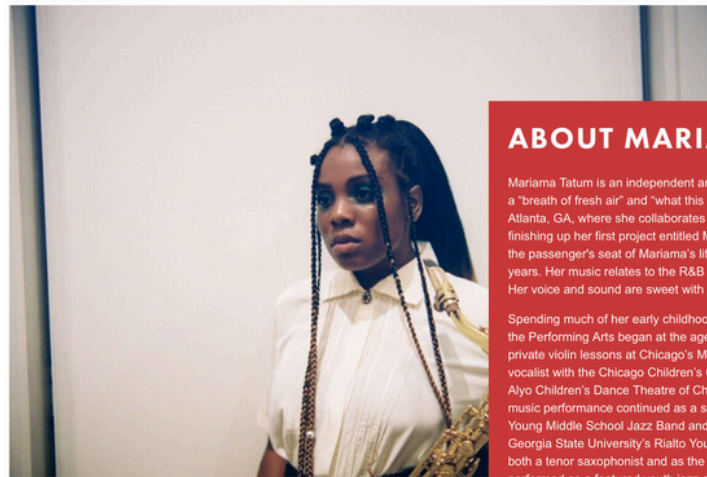


As ***Manager of Social Media and Content***, I led the development and execution of comprehensive social media strategies, created and managed detailed content calendars, and produced and curated engaging, on-brand content for Blaze Pizza. I oversaw community management across platforms, capitalized on real-time trends to drive engagement, and supported creative initiatives through graphic design, storytelling, and the development of compelling visual assets. In addition, I also completed multiple ad-hoc creative requests and initiatives for both guests and internal company stakeholders.



MARIAMA TATUM

HOME ABOUT PHOTOS MUSIC EVENTS CONTACT



ABOUT MARIAMA

Mariama Tatum is an independent artist whose music is said by her peers to be a "breath of fresh air" and "what this generation needs". She currently resides in Atlanta, GA, where she collaborates with different indie artist movements while finishing up her first project entitled MariBloom. MariBloom will put listeners in the passenger's seat of Mariama's life experiences during the last couple of years. Her music relates to the R&B genre, with a hint of soul, hip hop, and jazz. Her voice and sound are sweet with a spicy edge.

Spending much of her early childhood in Chicago, IL, Mariama's introduction to the Performing Arts began at the age of four when her mother enrolled her in private violin lessons at Chicago's Merit School of Music. She performed as a vocalist with the Chicago Children's Choir and was a featured dancer with the Ayo Children's Dance Theatre of Chicago. After moving to Atlanta, Mariama's music performance continued as a saxophonist with the infamous Jean Childs Young Middle School Jazz Band and continued throughout high school with the Georgia State University's Rialto Youth Jazz Orchestra where she performed as both a tenor saxophonist and as the orchestra's jazz vocalist. Mariama performed as a featured youth jazz artist at the Atlanta Jazz Festivals of 2008, 2009, 2010, 2011, 2012, and 2013.

Mariama's excellence as a tenor saxophonist was recognized by the Georgia Music Educators Association who nominated her as first chair tenor saxophonist

PROJECT PORTFOLIO

PROJECT 01: EMILY HUFF

PROJECT 02: RUBEY ENTERTAINMENT

PROJECT 03: BOCADO ATLANTA

EMPLOYMENT: BREWDOG

EMPLOYMENT: BLAZE PIZZA

I've had the privilege of collaborating with a diverse range of clients, from top social media influencers and local Atlanta restaurants to world-class chefs and international corporations. I've developed and executed social and digital media campaigns for some of the most prominent Fortune 500 companies. With creative digital marketing as my true expertise, this is just a glimpse of the strategic impact and creative solutions I bring to every project.

PROJECT 01



EMILY HUFF

I had the privilege of working with social media influencer Emily Huff to strategically build and elevate her online brand. This comprehensive initiative included the design and development of a new website, a custom mobile app, a YouTube channel launch, and the execution of multiple high-profile events.

These efforts were strategically designed to transition Emily from a focused Instagram presence to a fully branded, cross-platform influencer identity. Each element was thoughtfully crafted to strengthen her digital presence, connect with her growing audience, and create meaningful engagement across multiple channels.

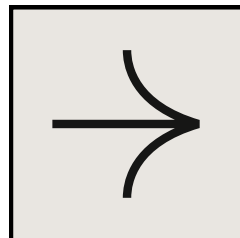


PROJECT 02

BOCADO ATLANTA

For Bocado Atlanta's 2019 *Late Night Event Series*, I developed a comprehensive suite of photography and social media marketing materials to enhance awareness and drive engagement. The creative direction intentionally departed from Bocado's signature vibrant visuals, shifting toward a more refined yet candid and inviting aesthetic tailored to resonate with hospitality professionals and late-night guests alike.

These materials highlighted the exclusive late-night while capturing the unique atmosphere and energy of the occasion. By blending strategic social media storytelling with impactful visuals,



PROJECT 03



CHEF SCOTLEY INNIS

I had the amazing opportunity of collaborating with Chef Scotley Innis (*Hell's Kitchen Season 18*) to help elevate and refine his personal brand, crafting a visual and narrative identity that highlights his passion for culinary excellence and his unique personality.

Through thoughtful Branding strategy and creative direction, I worked to ensure his brand resonated with both local audiences and beyond, positioning Scotley as a fixture in the culinary world.

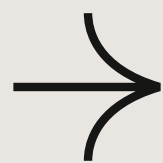


EMPLOYMENT

BREWDOG

At BrewDog Atlanta, my primary focus as Social Media and Events Manager was ensuring that all content aligned seamlessly with both the BrewDog brand and its target audience. To achieve this, I conducted in-depth analysis of performance metrics, leveraging insights to refine strategies and elevate engagement.

I developed and curated content that fostered meaningful connections with the audience while overseeing the management of multiple private and public events. My role involved photography, videography, influencer talent sourcing, and media editing, all aimed at enhancing the brand's visibility and impact within the local market.

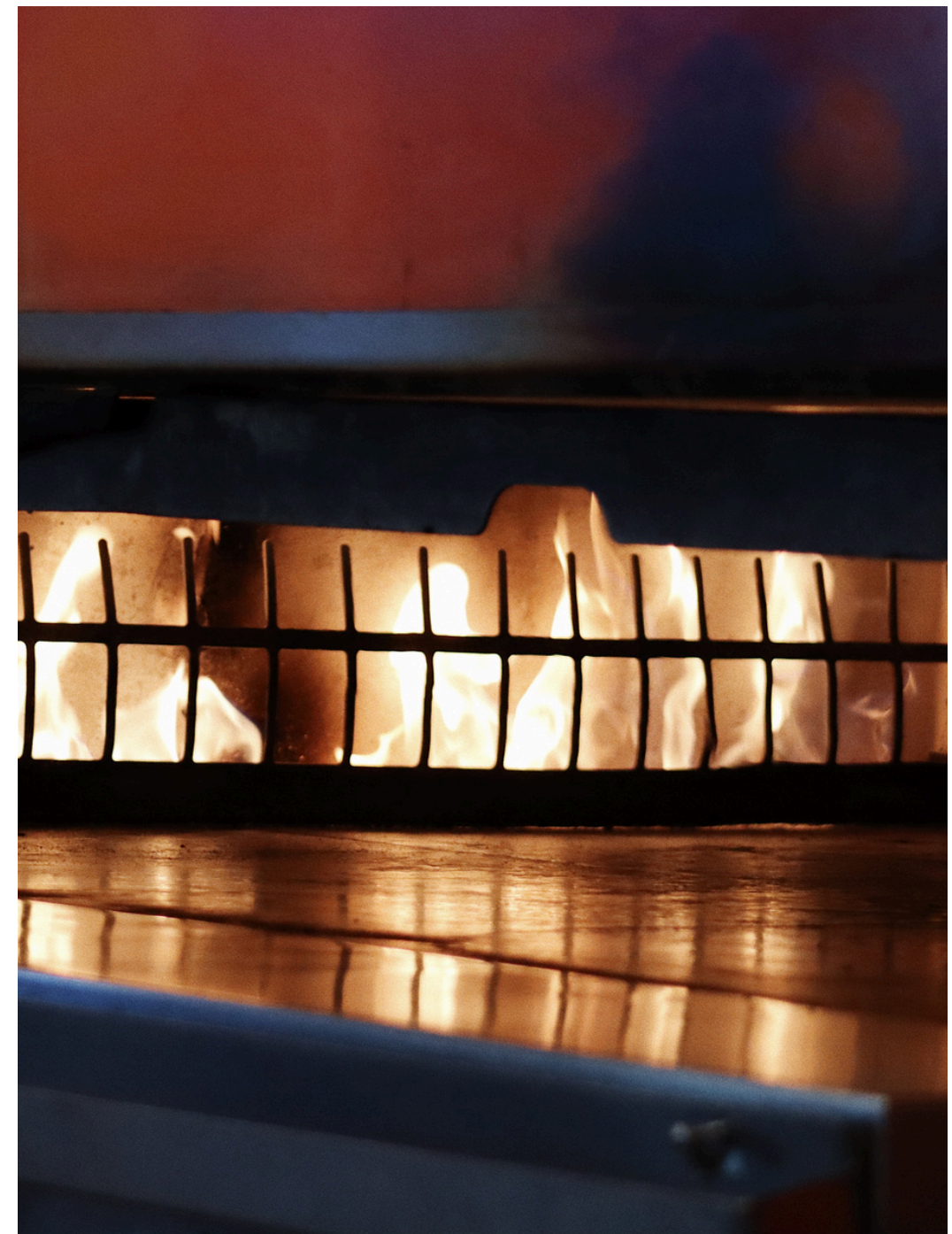
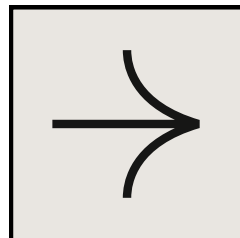


EMPLOYMENT

BLAZE PIZZA

During my time at Blaze Pizza as the Manager of Social Media and Content, I collaborated closely with the corporate support team to design brochures, images, and promotional materials used at conferences and in close collaboration with the AMP Agency.

My role encompassed influencer relationship management, content creation, social and digital media strategy, videography, photography, and media editing. I also contributed to the editing and production of content for the launch of Blaze Pizza's new website and the updated mobile experience through Thanx in April 2025.



NOTABLE PROJECTS

LEAGUE OF LEGENDS 2022



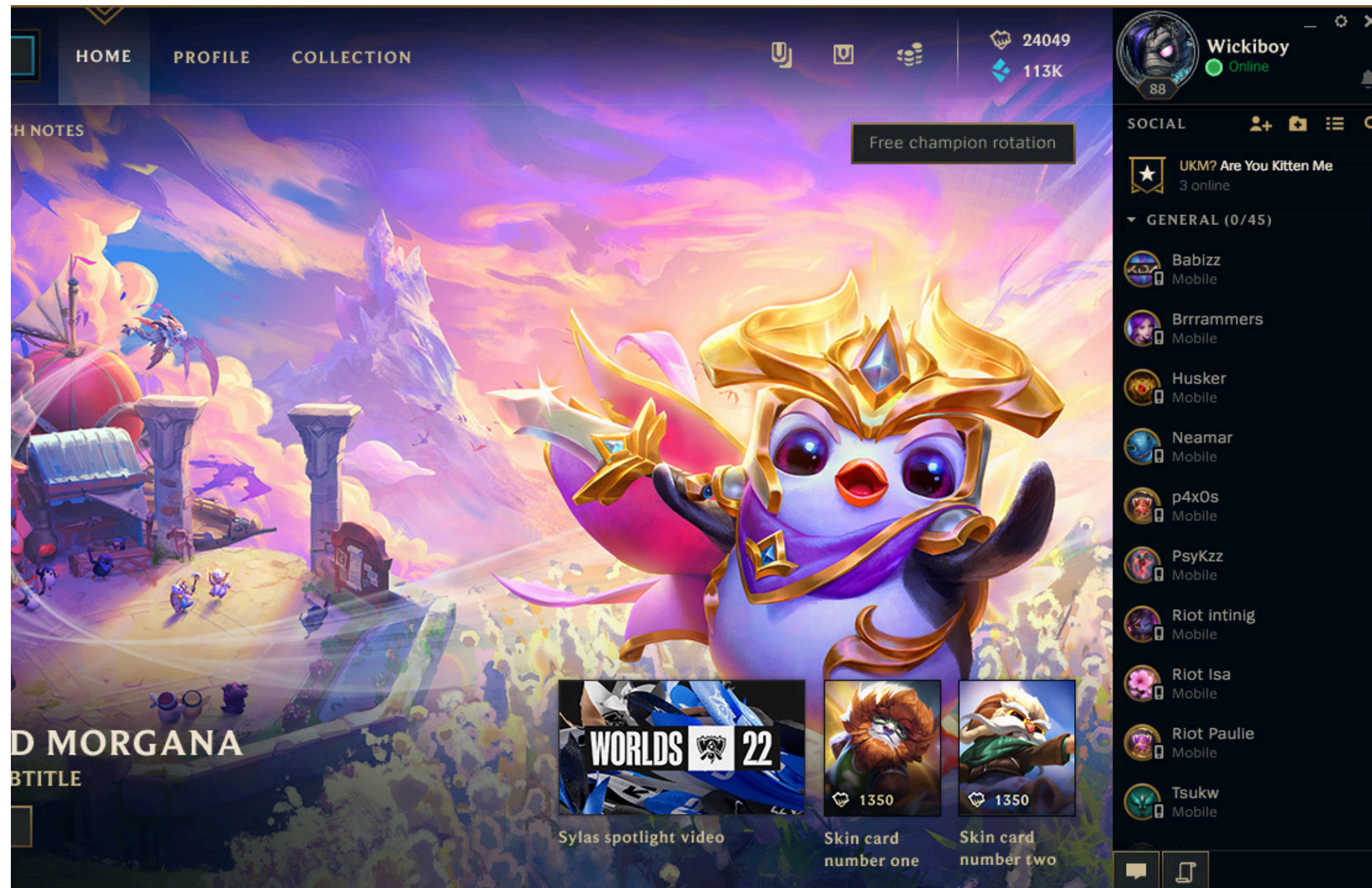
REINVENTING ELVIS



Working with Rubey Entertainment over the past several years has been an exceptional experience. Through our ongoing collaboration, I have contributed to a variety of high-impact projects, including logo development, website design, and the execution of international campaigns. Notably, I created award-winning event graphics for major events such as the League of Legends 2022 World Championship Final and the 10th Anniversary release of Sharknado at Comic-Con.



LEAGUE OF LEGENDS



RUBEY ENTERTAINMENT

I collaborated with Rubey Entertainment to design in-game graphics and promotional materials for the League of Legends 2022 World Championship. These assets supported live cinema viewing parties worldwide, including screenings at Regal Cinemas, Cinemark, and the in-person event at Mercedes-Benz Stadium in Atlanta. Additionally, I adapted and translated the graphics into multiple languages to ensure accessibility and engagement for diverse audiences across global markets.

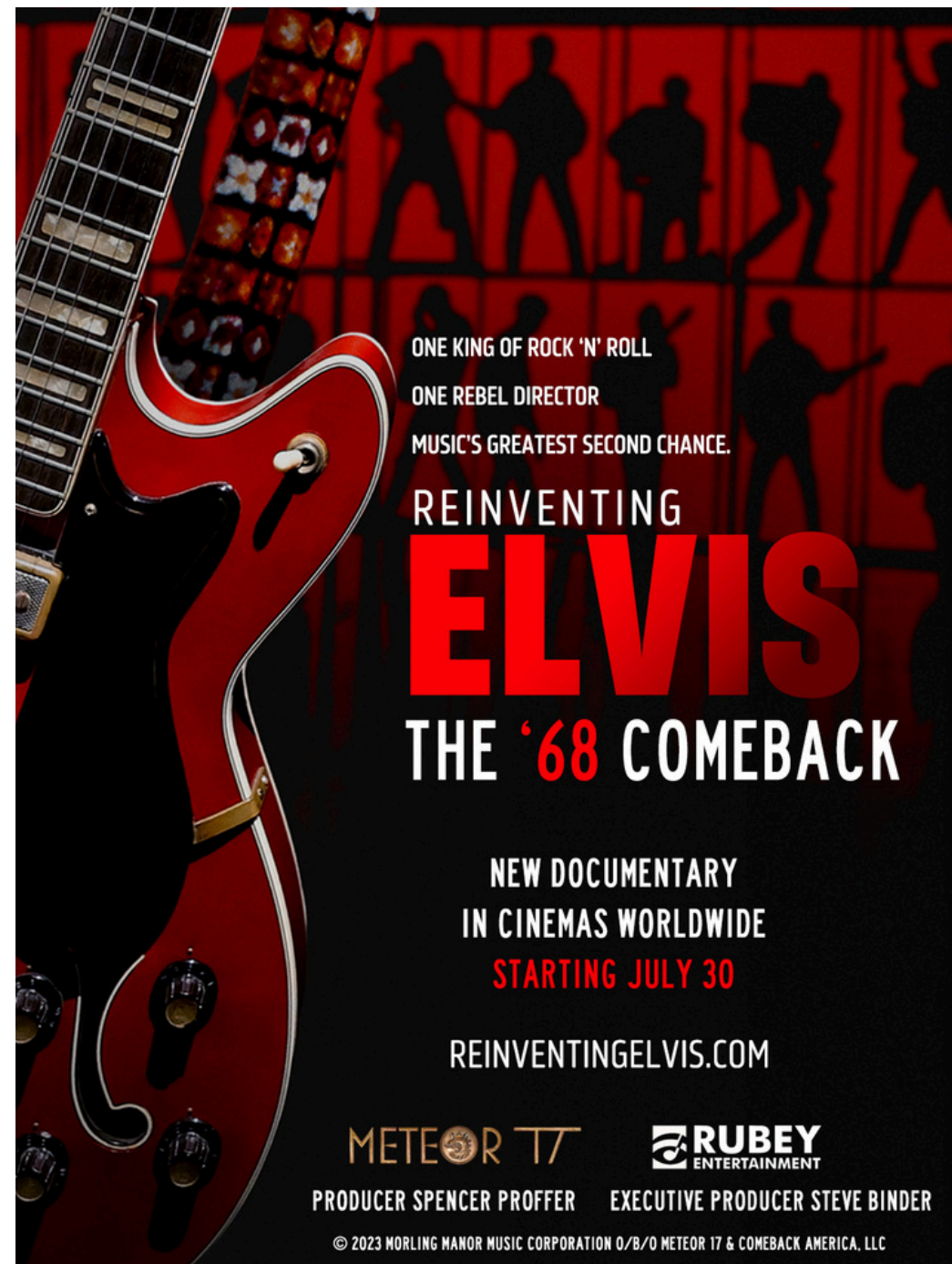
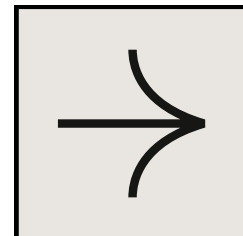
ECA Award Winner



REINVENTING ELVIS

RUBEY ENTERTAINMENT

I partnered with Rubey Entertainment to design the poster for the latest Elvis Presley documentary, which was prominently featured on the Paramount+ streaming platform. Additionally, I created promotional graphics for the official website to support ticket sales for select cinema premieres. In addition to providing graphic design services in multiple languages for various Rubey Entertainment projects, I also led the design and development of two websites for the company.



TESTIMONIALS



JOHN RUBEY

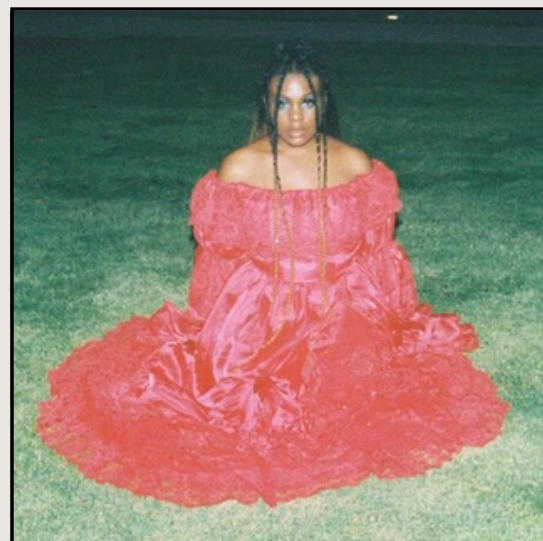
"This is our second website with Toni, we recommend her unconditionally! The only mistake you can make is using someone else. Enjoy!"

-Rubey Entertainment



ZEPHANIAH TERRY

"Working with Toni was an amazing experience. She built my website from the ground up and was very thorough with explaining how it all works too! Her knowledge of social media and building my website also helped me to get verified on instagram which was amazing for my career. I definitely plan on working with her more in the future."



MARIAMA TATUM

"When you hire Toni Baldwin to build your website you can expect the best possible work to be delivered! Her professionalism makes the whole process organized and efficient. She builds each site special and customized to her clients while making everything user friendly! I couldn't ask for anything better!"



MICHAEL ANTHONY

"We've spent a great deal of time and money with other web site developers - but Toni is by far the BEST. Her and performance outdid even the large web design firms. She is fast, friendly and tremendously knowledgeable. Working with Toni enabled us to actually do what we want to do, without having to worry or wonder about the design and function. needs. We recommend her without reservation!"

LET'S WORK TOGETHER



CONTACT ME

References available upon request.



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