

Baxter & Co.

PORTFOLIO

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Project

Creative Direction & Brand Storytelling
Luxury Brand

Presenting Need

Kingmakers Cigars required creative direction that clearly expressed its brand identity where tradition, craftsmanship, and modern luxury intersect.

Focus Areas

Refine messaging that honors heritage and modern luxury, unify audiences across seasoned aficionados and new style-forward consumers, and align storytelling across campaigns, social media, collaborations, and presentations.

Outcome

Established a confident creative foundation that guided brand storytelling across platforms, resulting in cohesive visuals and a stronger position as a modern luxury brand rooted in tradition.

Social Media



Banner Designs



Campaign



Project

Creative Direction & Athlete Brand Storytelling
Personal Brand Development

Presenting Need

Ann Doherty is a professional race car driver launching a new social presence. She required a clear creative direction to introduce her as both a competitive athlete and a compelling personality, while building a brand that reflects discipline, performance, and presence within motorsports.

Focus Areas

- Refine a brand narrative that blends discipline, personal story, and edge
- Establish a content framework that builds credibility and connection
- Develop a content system across race culture, technical insight, and behind-the-scenes
- Align messaging across platforms to position Ann as both a driver and a voice in the sport

Outcome

The result is a cohesive athlete brand that feels authentic and competitive, while creating space for audience connection and long-term growth.

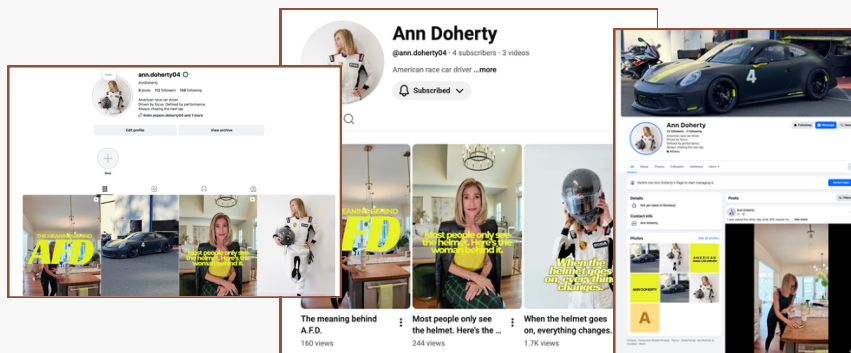
Short-Form Video Content



Photography



Account Management



SECTION 1

Project

Brand Positioning & Content Strategy
Business & Personal Brand

Presenting Need

The brand required a more cohesive content strategy that balanced market expertise with lifestyle-driven storytelling across digital platforms.

Focus Areas

Develop a cohesive style guide and brand assets, clarify brand voice and on-camera presence, and elevate personality-driven lifestyle storytelling.

Outcome

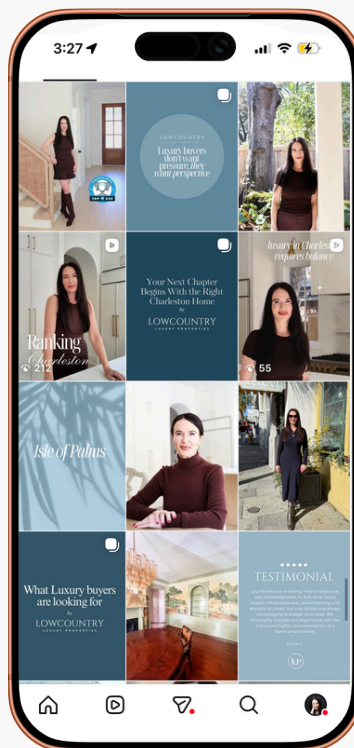
Established a confident and recognizable brand presence that blends real estate authority with elevated lifestyle content across digital platforms.

PHOTOSHOOT



STYLE GUIDE

SOCIAL MEDIA



REEL



Press Play.

Project

Digital Presence Strategy & Content Development
Community Organization

Presenting Need

Point Hope's digital presence needed to better reflect its identity as a welcoming, gospel-centered community while extending sermons and church life more clearly online.

Focus Areas

Align messaging with mission, structure video content for clarity and accessibility, and connect digital platforms with the life of the church.

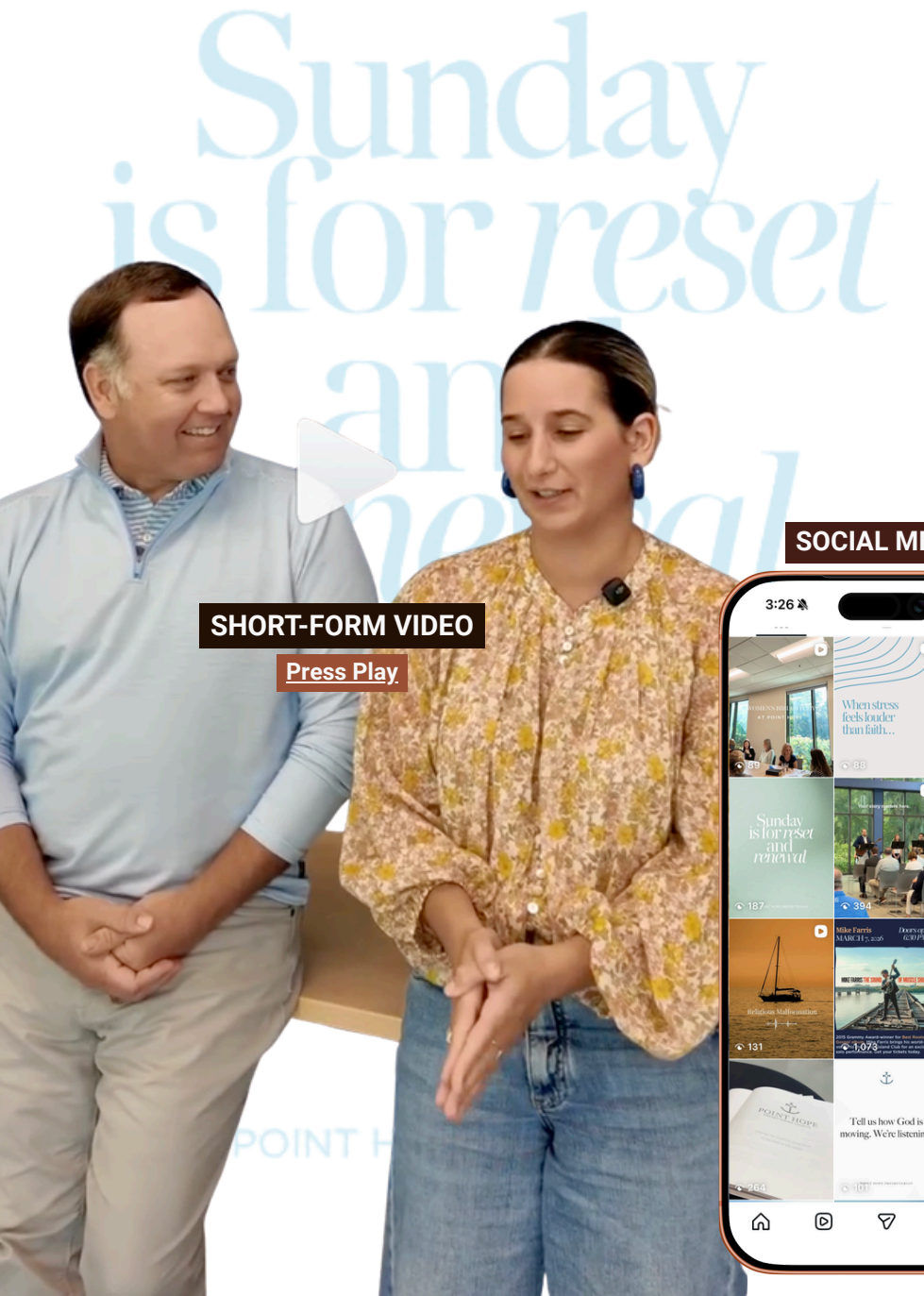
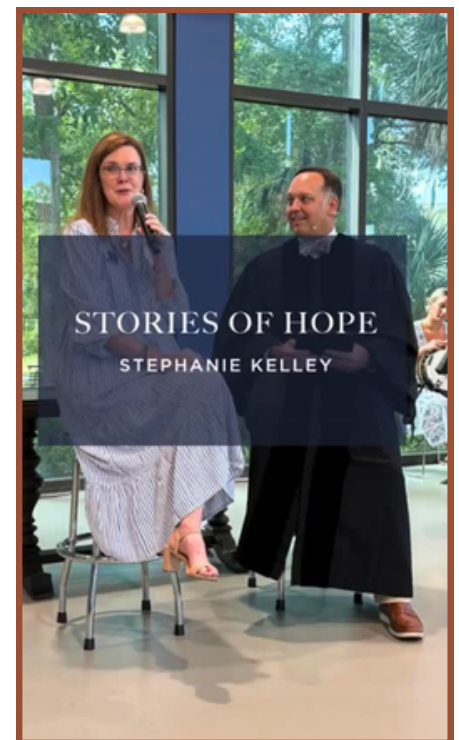
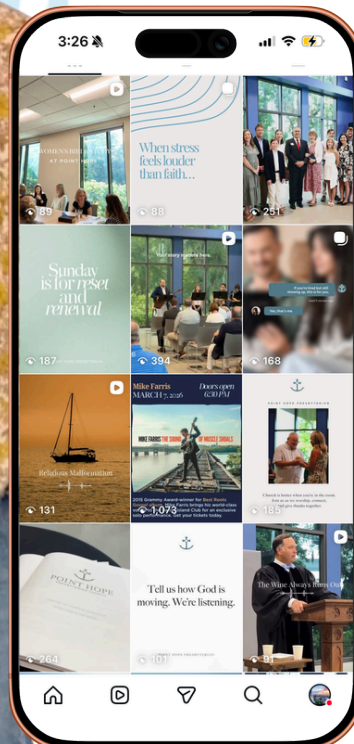
Outcome

Established a clear and cohesive digital foundation that better reflects Point Hope's identity and supports connection with the community beyond Sunday.

REELS + STATIC POSTS



SOCIAL MEDIA



SHORT-FORM VIDEO

Press Play

Project

Podcast Brand Strategy & Launch
Podcast Platform

Presenting Need

The Charleston Chicks podcast launched with the goal of connecting with women in their 40s–60s while establishing a clear voice and identity across podcast, video, and social platforms.

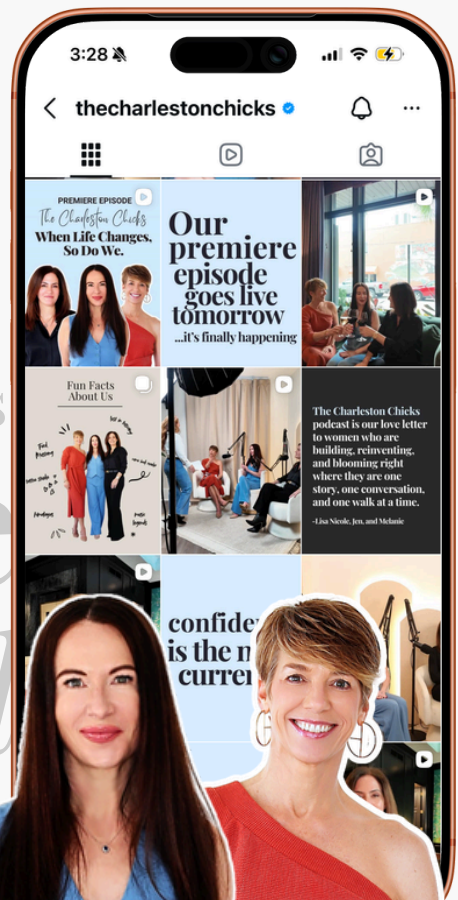
Focus Areas

Refine messaging and tone, align content with the target audience, and create narrative consistency across all digital channels.

Outcome

Established a strong foundation for the show’s launch, clarifying the brand voice and guiding cohesive storytelling across podcast, video, and social media platforms.

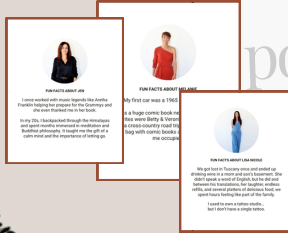
SOCIAL MEDIA



New episode
drops Wednesday

CAROUSEL POST

Fun Facts
About Us



podcast channels

episode
Wednesday

lost in tuscany
Ford Mustang
oo studio
himalayas

VIRAL REEL

120K
Views

PHOTOSHOOT & VIDEO CONTENT

Press Play



Project

Property Marketing Content Production
Real Estate Curator

Presenting Need

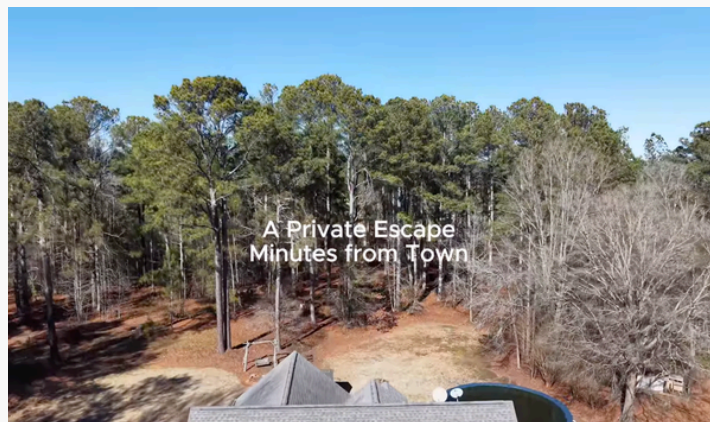
Tower & Street required high-quality visual content to support the marketing and sale of a residential property while expanding their presence on YouTube.

Focus Area

Capture professional property photography and produce a cinematic walk-through video highlighting the home's design, layout, and overall flow.

Outcome

Delivered professional photography and a property walk-through video published on the Tower & Street YouTube channel, strengthening the listing's digital presentation and visibility.



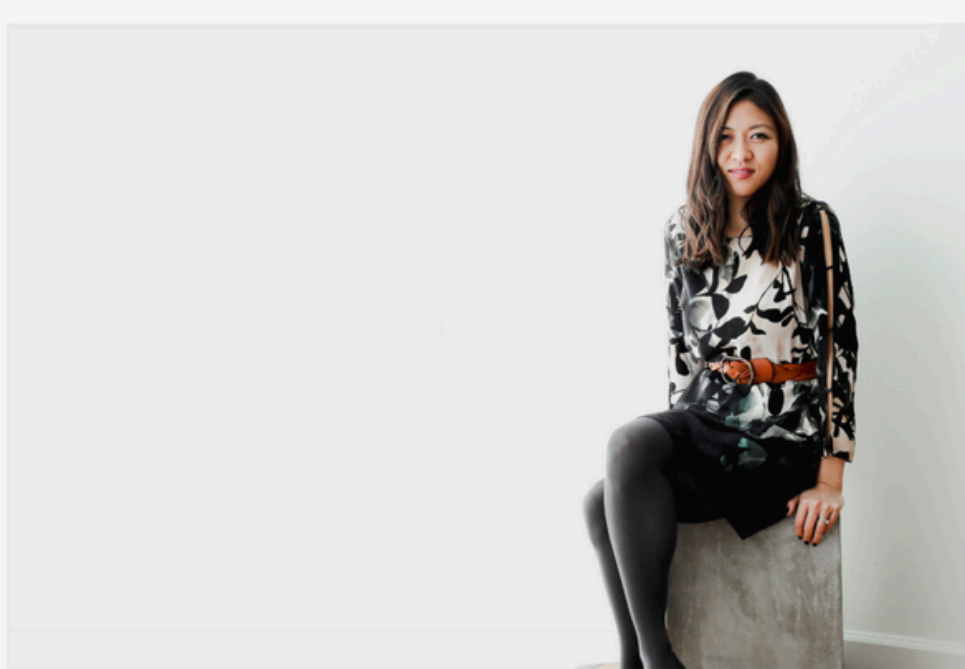
REAL ESTATE TOUR

Press Play

PORTRAIT



PORTRAIT



LIFESTYLE



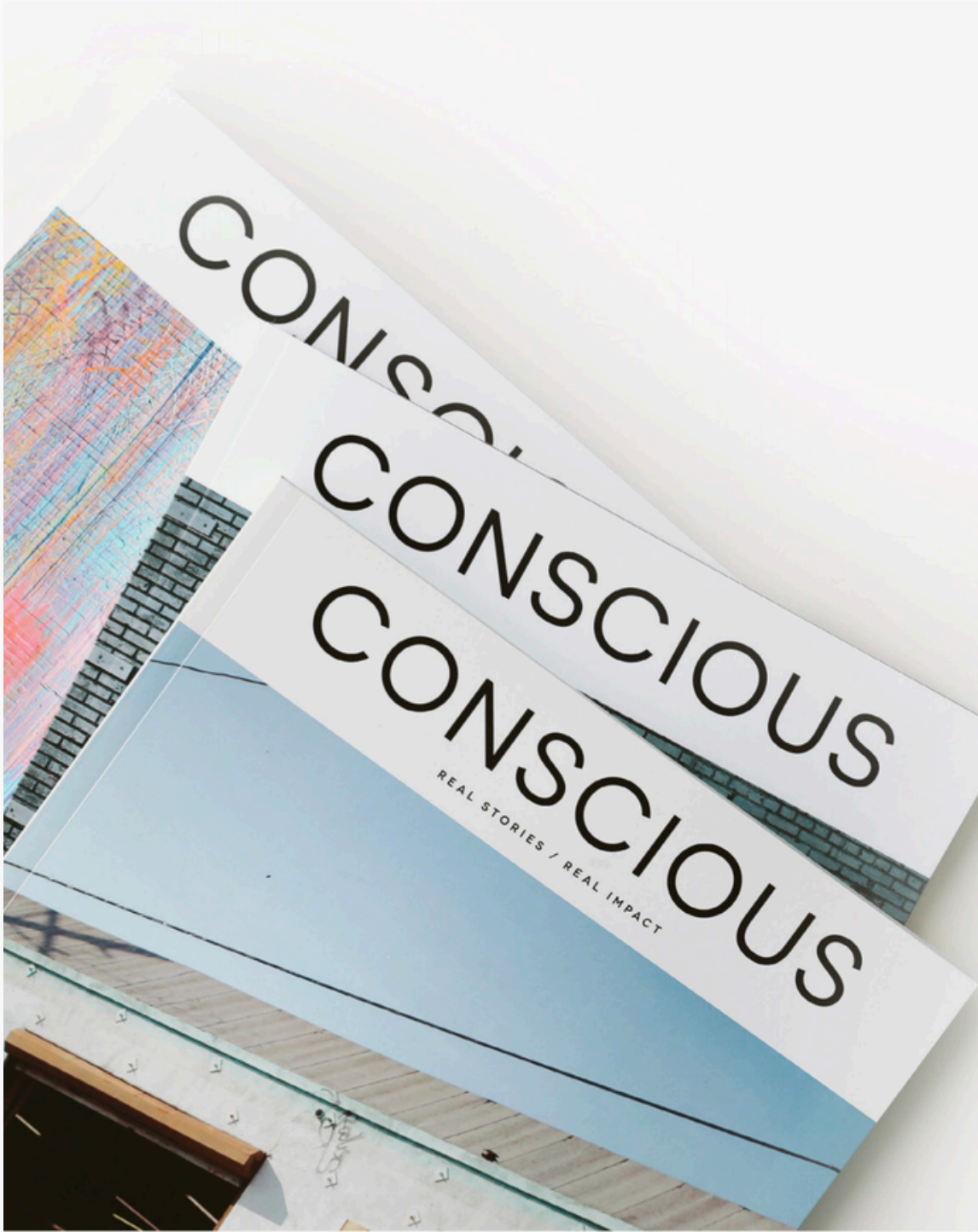
LANDSCAPE



LANDSCAPE

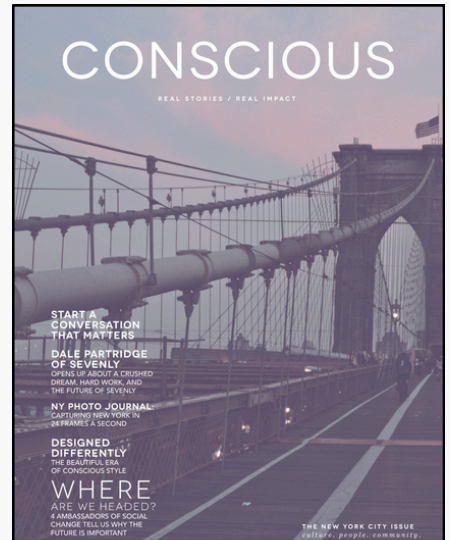
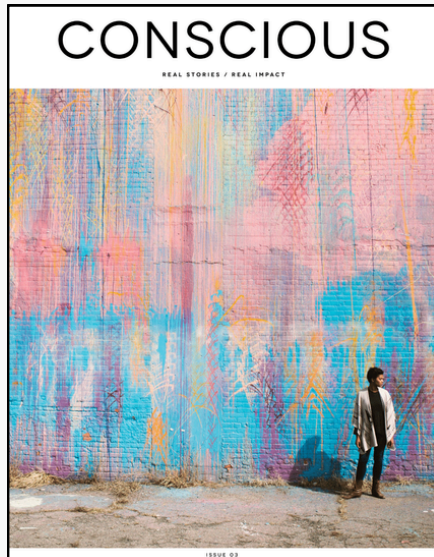
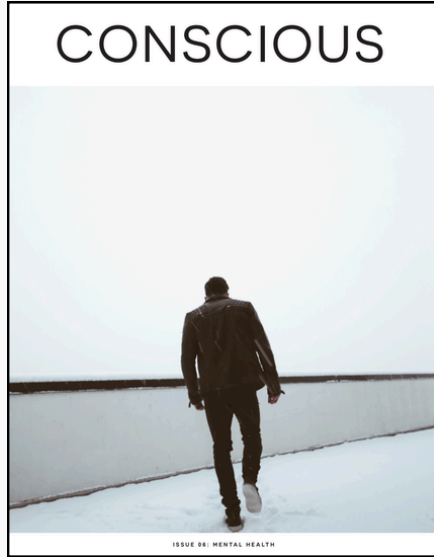
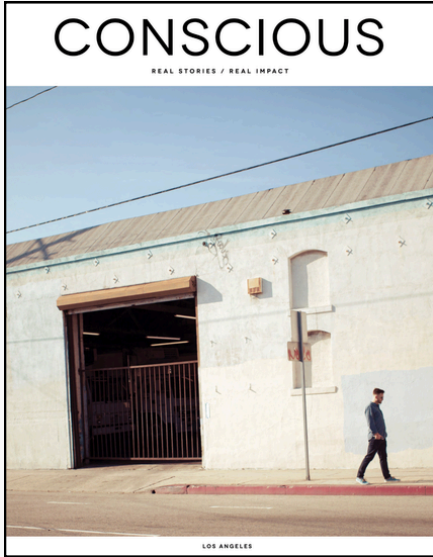


PRINT COVERS



SECTION 3

PRINT COVERS



EDITORIAL LAYOUT DESIGN



EDITORIAL LAYOUT DESIGN



EDITORIAL LAYOUT DESIGN



Testimonials

I'm so excited to be putting myself out there and stepping into this in a real way. I'm incredibly grateful—Baxter & Co. truly understood me and what I want to represent. They captured it so well. What they bring goes beyond skill. It's real talent.

ANN DOHERTY
AMERICAN RACE CAR DRIVER

Baxter & Co. is an exceptional talent and a cornerstone of The Laughing Philosopher podcast. Their creativity, technical skill, and collaborative spirit elevate every episode.

DR. ROBERT KHOURY
PODCAST HOST

Baxter & Co. exceeded our expectations. The content was creative, professional, and deeply aligned with our identity — helping us connect more meaningfully with our audience.

POINT HOPE
COMMUNITY ORGANIZATION

Baxter & Co. understood our brand DNA immediately. Their creative direction honored our heritage while elevating our presence with modern luxury, precision, and cultural relevance.

KINGMAKERS
LUXURY CIGAR BRAND

Baxter & Co. brings calm confidence, unmatched organization, and deep care to every detail. They captured our vision perfectly and elevated our podcast with both creative and strategic .

THE CHARLESTON CHICKS
PODCAST SHOW

If you're building something meaningful and want your presence to reflect it, *let's talk.*

[BOOK A CLARITY CALL](#)

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