

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



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

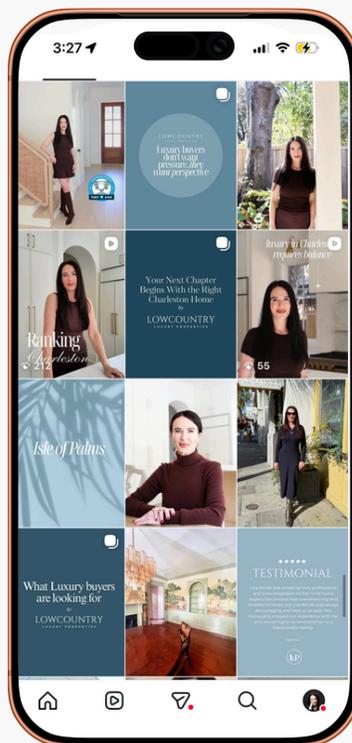
Established a confident and recognizable brand presence that blends real estate authority with elevated lifestyle content across digital platforms.

PHOTOSHOOT



STYLE GUIDE

SOCIAL MEDIA



REEL



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.



SHORT-FORM VIDEO

REELS + STATIC POSTS



SOCIAL MEDIA



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.

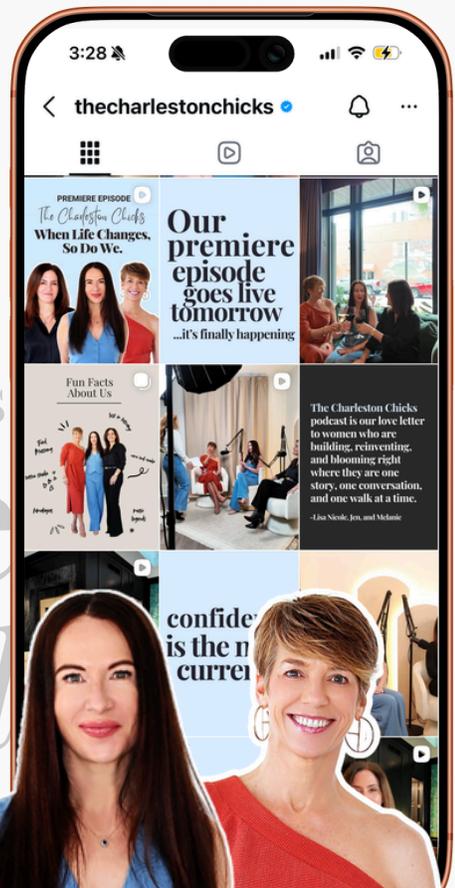
Focus Areas

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



Project

Property Marketing Content Production
Real Estate Curator

Presenting Need

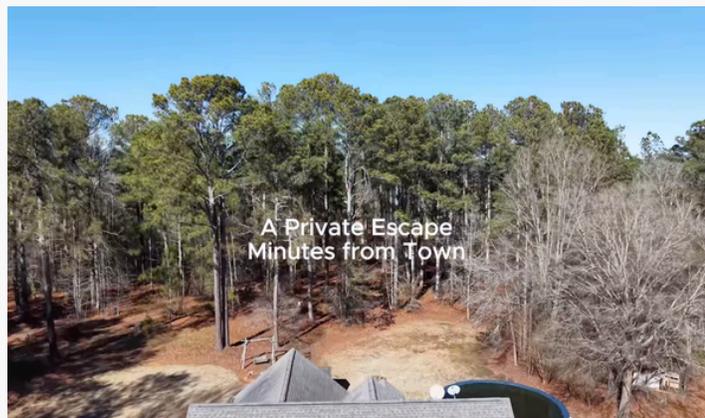
Tower & Street required high-quality visual content to support the marketing and sale of a residential property while expanding their presence on YouTube.

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.



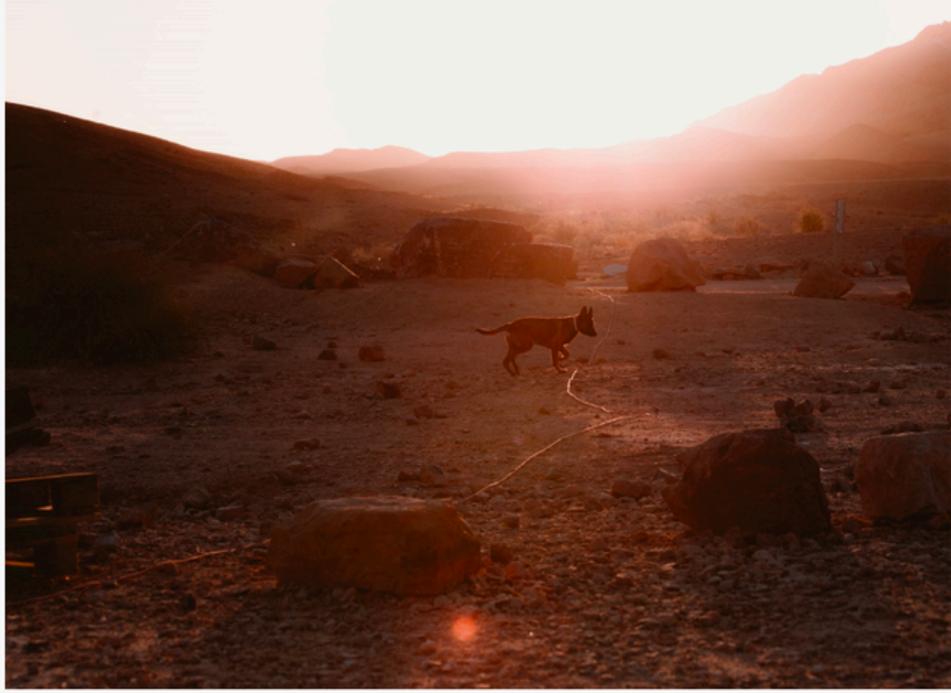
PORTRAIT



PORTRAIT



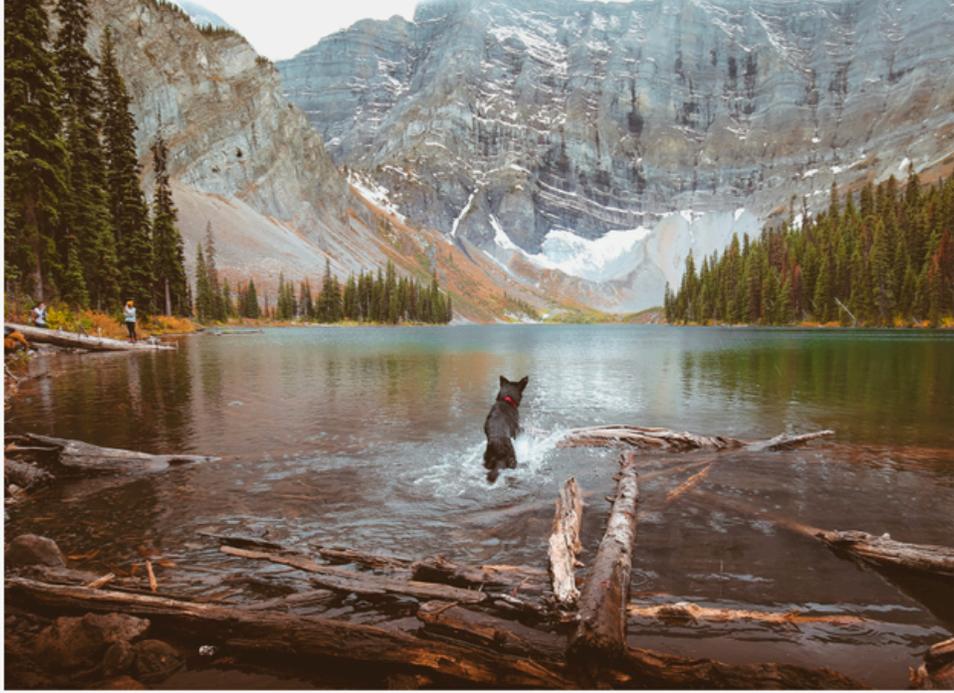
LIFESTYLE



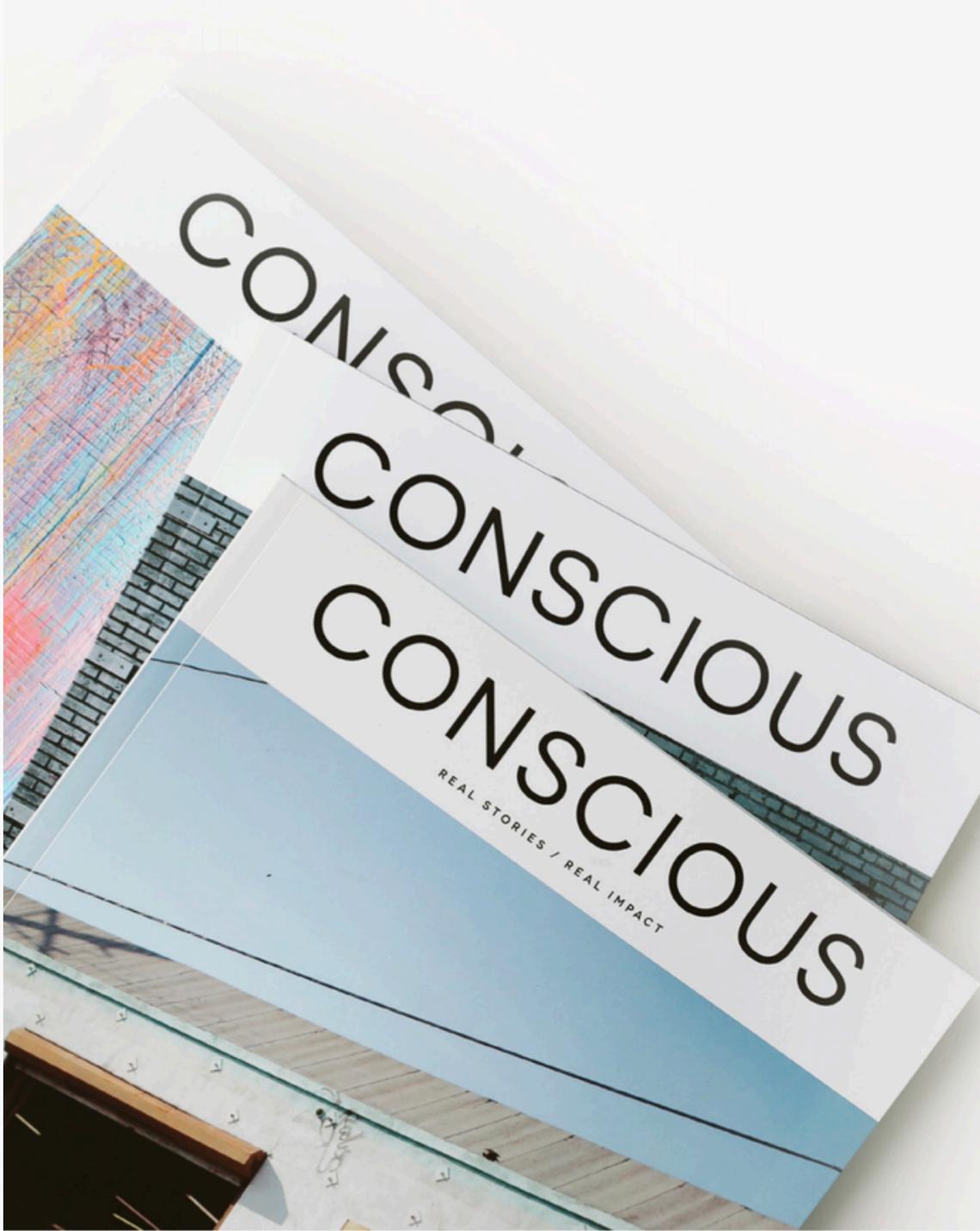
LANDSCAPE



LANDSCAPE

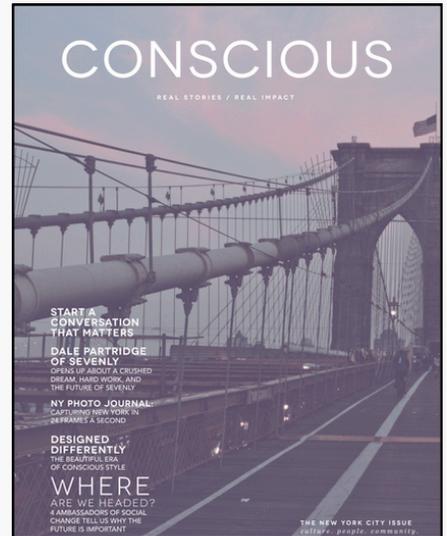
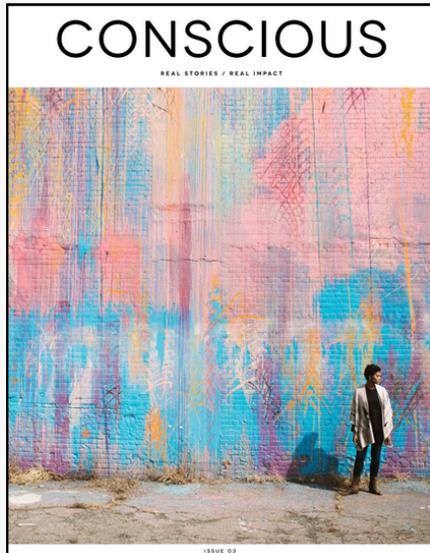
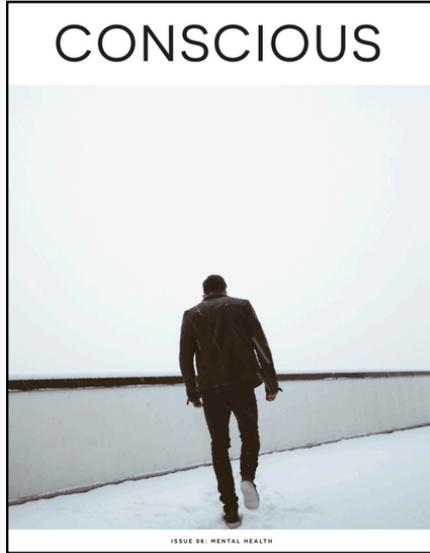
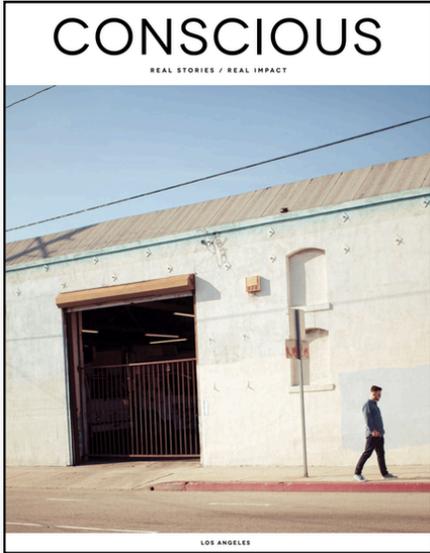


PRINT COVERS



SECTION 3

PRINT COVERS



EDITORIAL LAYOUT DESIGN



EDITORIAL LAYOUT DESIGN



EDITORIAL LAYOUT DESIGN



Testimonials

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

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

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

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

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

[BOOK A CLARITY CALL](#)

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