

2026 MEDIA KIT

BEAMOBROWN

CREATIVE STUDIO



MIKE CAMPBELL

AUTHOR | PHOTOGRAPHER | FILMMAKER | FOUNDER & CREATIVE CHAIRMAN

STYLE. PRESENCE. PURPOSE.

beamobrown.com

THE MAN BEHIND THE BRAND



Mike Campbell is an Atlanta-based author, photographer, filmmaker and creative entrepreneur whose work connects style, self-respect, visual storytelling and legacy. Born in Monticello, Georgia, he recognized his creative gift early through drawing, cartoons and classroom design projects.

A God-fearing man, single father and lifelong fitness enthusiast, Mike is known for speaking truth, working with passion and earning trust. He shows up as himself - original, authentic and committed to creating from beginning to end.

FOUNDATION

U.S. Air Force and U.S. Marine Corps veteran | Sergeant in both services | Honorably discharged | Senior federal leader | Atlanta-based | Available for travel

MIKE CAMPBELL

"I want people to feel my positive energy and my presence. I always show up as my original and authentic self."

Why his perspective is distinctive

Mike combines leadership discipline, lived experience, personal style and hands-on creative ability. He writes, photographs, films, designs and develops ideas himself, giving every project an original point of view that cannot be duplicated by someone else.

BELIEVING BECAME A BRAND

More than 20 years ago, while sketching and searching for a business name, Mike received a phrase in a vision. He turned its first letters into the name Beamobrown.

THE MEANING OF BEAMOBROWN

Believing Is Everything And More Because The Righteous Ones Win.



2016 - FIRST BEAMOBROWN VIDEO



EARLY STUDIO EVOLUTION

From apparel concept to creative ecosystem

- **The beginning:** Beamobrown launched around a distinctive logo placed on T-shirts, hoodies, caps and mugs.
- **2016:** Mike recorded his first Beamobrown video despite feeling nervous about his voice. His decision was simple: put it out there.
- **2018 onward:** The loss of his father led to a long creative pause. Prayer, renewed focus and encouragement from early supporters helped bring the brand back.
- **2026:** Books, photography, film, apparel and lifestyle content now operate under one focused creative umbrella.

ONE CREATOR. MULTIPLE EXPRESSIONS.

Beamobrown Creative Studio brings Mike Campbell's skills together as one coordinated brand. Every division supports the same promise: original work, meaningful presence and value beyond expectations.



Creative divisions

- **Books and publishing** - practical ideas about presence, confidence, growth and legacy.
- **Photography** - elegant, crisp event imagery that captures expression, emotion and inner beauty.
- **Film and videography** - short-form content, commercials, business advertising and future narrative films through 2B Filmworks.
- **Apparel** - timeless logo-driven T-shirts, hoodies and caps planned for relaunch.
- **Lifestyle content** - recurring series that turn experience into useful, motivating guidance.
- **ATL ZADDYS** - a private men's lifestyle and emerging mentorship community built around brotherhood, style, experiences and community.

CORE VALUES

SELF-RESPECT | PRESENCE | VALUE | COURAGE | BELIEF

Audience, purpose and visual signature

Beamobrown serves men and women across age groups, with selected offerings focused more specifically on men. The brand encourages people to believe they can accomplish what they set their minds to and to show up with confidence, relevance and purpose.

Its visual language is bold, premium, cinematic and sophisticated: black, green and white with selective gold accents, strong typography, dramatic contrast, clean layouts and polished authentic photography.

FEATURED BOOK

THE WELL-GROOMED MAN

Presence, Style, and Confidence at Any Age is Mike Campbell's practical guide to personal standards, intentional grooming and the quiet confidence that follows self-respect.



AUTHOR MIKE CAMPBELL



SIGNED EDITIONS IN PREPARATION

SIGNATURE QUOTATION

"Fragrance should be discovered, not announced. Presence should be felt, not forced."

The central philosophy

Self-Respect -> Intentionality -> Presence

Self-respect is the foundation. Intentionality is the practice. Presence is the result. The book challenges the idea that grooming must be loud or superficial; it presents personal care as respect for one's wellbeing.

READER RESPONSE

"INFORMATION EVERY MALE SHOULD HAVE IF YOU'RE SERIOUS ABOUT YOUR FUTURE!" - Bruce McNair, five-star reader review

Signed and personalized edition: \$30, with U.S. shipping included. Standard editions are available through Amazon. Future titles include High Value Man, Dating App Cheat Codes and a companion to The Well-Groomed Man.

PHOTOGRAPHY & FILM



ELEGANT. CRISP. ONE OF A KIND.



IMPACTFUL STORIES OF PERSONAL TRIUMPH.

Photography

Mike became serious about photography in 2016 after deciding that every image he shared would be crisp, clear and intentional. His style is elegant, colorful and polished, with special attention to expression and the inner beauty a subject may not recognize in the moment.

- **Specialties:** events, self-portraits and selected nature imagery.
- **Ideal bookings:** weddings, birthdays, reunions, concerts and live entertainment.
- **Experience includes** family celebrations, concerts and event documentation at the Essence Festival of Culture, including George Clinton and Parliament-Funkadelic. These references describe independent event coverage, not a client relationship.

Film and videography

Influenced by Spike Lee and a lifelong interest in documentary and short-form storytelling, Mike creates social clips and plans to write and direct an Atlanta-based short film about personal triumph and hidden potential.

- **Services:** short social clips, commercials and business advertisements.
- **Long-term goal:** complete a roughly 30-minute narrative film and earn a film-festival screening.

APPAREL & ATL ZADDYS



A timeless mark

The original apparel line began with one clear idea: place the Beamobrown logo on quality products Mike would be proud to wear himself. Early T-shirts, hoodies and mugs proved that people connected with the distinctive design.

- **Relaunch sequence:** T-shirts and hoodies first, followed by caps.
- **Target:** strategic apparel relaunch in 2027.
- **Promise:** clothing that communicates style, quality and confidence.

ATL ZADDYS

BROTHERHOOD | STYLE | EXPERIENCES | COMMUNITY

ATL ZADDYS is a private men's lifestyle and emerging mentorship community designed to help younger and older men strengthen grooming, discipline, public presentation and meaningful connection. Future experiences may include fashion shows, fundraising events and mentorship workshops.

COMMUNITY STANDARD

CONNECT. ELEVATE. WIN. - Never predictable.

SERVICE. DISCIPLINE. CONTINUITY.

Leadership built through service

Military service taught Mike reliability, dependability, teamwork, honor and respect. His federal leadership career added patience, empathy and organizational discipline. Those lessons shape how Beamobrown plans, documents, executes and completes creative work.

WORK ETHIC

Mike balances a full federal career with evening creative work - evidence of the focus and consistency behind the brand.

James W. Campbell

Mike's father was the first model of style, confidence, intelligence and writing he saw. An Army veteran and retired Atlanta police sergeant who served for 37 years, James W. Campbell self-published six books and demonstrated what dedication to a creative craft looks like.

His first book, *Behind the Badge*, began that author journey. Mike plans to preserve and reintroduce his father's work through the Beamobrown Legacy Series, sharing links, stories and the values that continue to guide him.

WHAT HIS FATHER WOULD SAY

"He would be my number one fan. He would say, Hang on in there now."

The values carried forward

DISCIPLINE | CONSISTENCY | COURAGE | VALUE | HONESTY

Through Beamobrown, Mike extends a family tradition of service, authorship and example - while building a body of work that is unmistakably his own.

How leadership becomes creative practice

- Plan the work before production begins.
- Document decisions and protect quality standards.
- Lead with patience and empathy while remaining accountable for execution.
- Complete the work with honor, consistency and attention to detail.

MIKE'S DEFINITION OF SUCCESS

"Success means utilizing your God-given gifts and talents to their fullest potential."

MIKE IS READY TO TALK

ADVICE FOR DELAYED DREAMS

"Just jump. You are already equipped with everything you need to begin."

Interview and speaking topics

- Style, self-respect and intentional presence.
- Photography, visual storytelling and the discipline behind clear creative work.
- Building and preserving a family and creative legacy.
- Reinvention later in life: using age, experience and courage as creative advantages.

Recurring Beamobrown series

Well-Groomed Minute | Photography with Mike | Wednesday Wisdom | Books with Mike | Behind the Lens | ATL ZADDYS | Legacy Series

Media-ready story angles

- The courage to introduce the world to your voice, talents and gifts.
- Rebuilding a creative life after grief and a multi-year pause.
- Turning military and federal leadership discipline into an independent studio system.
- Why presence should be discovered and felt, not loudly announced or forced.

Availability

Mike is available for guest interviews, podcasts, television appearances, book discussions, panels, workshops, speaking engagements and aligned creative collaborations. He is based in Atlanta and available for travel.

INTERVIEW COORDINATION

Mike is open to meaningful conversations about creativity, leadership, style, personal development, reinvention and legacy. Topics involving his federal employment or private family matters require prior coordination. All views expressed are personal.

A message for men rebuilding later in life

Age is only a number. As long as there is breath, ability and creativity, it is not too late to do what you love.

BUILDING WHAT COMES NEXT

In the next year, Mike wants Beamobrown to move toward an Atlanta brick-and-mortar creative space for production, events and mentorship. Within five years, the vision includes broader apparel distribution, several published books, an award-recognized short film and a studio that is consistently busy and booked.

LEGACY STATEMENT

"Mike Campbell is a multi-talented, well-groomed man who was blessed with many gifts - and committed himself to maximizing every one of them."

BOOK MIKE | INVITE MIKE | COLLABORATE WITH BEAMOBROWN

For photography and videography, request a custom quotation based on scope, location, production time and deliverables. Published book pricing remains available through the official sales channels.

Current milestones and next priorities

- Published first paperback book: The Well-Groomed Man.
- Revived Beamobrown as an integrated creative brand with a defined website and content system.
- Next major creative priority: produce a short film for festival consideration.
- Apparel priority: prepare the strategic T-shirt and hoodie relaunch for 2027.

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