

# CREATIVE PORTFOLIO 2025

ABOUT US | WORK SAMPLES | CREATIVE PROCESSES



# INTRO TO CMG

Creative Minds Group is a creative collaboration group offering creative business/project solutions and freelance services to entrepreneurs and SME's.

Our creative process is designed to empower and outfit your business/project with the tools needed to succeed. We feed your out of the box ideas, learn your vision & support your growth from start to finish.



# OUR CORE TEAM

NOT INCLUSIVE OF OUR TEAM OF STRATEGIC FREELANCE PARTNERS.



**LASH TAYLOR**  
FOUNDER & CREATIVE DIRECTOR



**COLON SMITH II**  
CO-FOUNDER & LEAD INNOVATIONS



## FEATURED SERVICES

### **CONTENT PLANNING**

We craft content that does more than just look good—it tells your story, strengthens your brand, and connects with your audience across multiple platforms. From visuals and copy to full-scale campaigns, we cover every angle.

### **PROJECT MANAGEMENT**

We provide structure, clarity, creative support and leadership to ensure that every part of your project flows smoothly from start to finish, no matter the size or complexity.

### **SOCIAL MEDIA SOLUTIONS**

Our approach goes beyond posting—we build strategies, manage engagement, track performance, and adapt to trends so your brand thrives in the ever-changing digital space.



# OUR PROCESS

Our process includes comprehensive consulting to help identify specifics & maximize opportunities; this results in a detailed strategy report that includes a project plan with clear timelines, project phases, strategies and a range of resources for tracking/monitoring progress. Our individualized plans are made up of quality services that will help you to reach your goals quickly & smoothly— inclusive of an enjoyable, learning and partnership experience.



# WORK SAMPLES



# CONTENT PRODUCTION

PRODUCT PHOTOGRAPHY + VIDEOGRAPHY | GRAPHIC ADS | MORE...

[LINK TO VIEW](#) 



**FITWELL**  
NUTRITION

BEAUTY BOOST

# COLLAGEN

GUMMIES

SEALED FOR YOUR PROTECTION  
SEALED FOR YOUR PROTECTION  
SEALED FOR YOUR PROTECTION

**BEAUTY BOOST COLLAGEN GUMMIES**

60 TYPES I, II, III, V & X + BIOTIN & VITAMIN C FOR HAIR, SKIN, NAILS

NATURAL STRAWBERRY FLAVOR

- MULTI-COLLAGEN BLEND
- SKIN HYDRATION & ELASTICITY
- HEALTHY HAIR & NAILS
- JOINT COMFORT



**lignum vitae**  
Market & Cafe

## Write A Review,

get a free vegan treat.

★★★★★

**My go-to spot!**

Lignum Vitae is my go-to spot for delicious vegan deli goodies/snacks, eco lifestyle products, handmade + local finds and more. I love hanging out and enjoying the canal view.

We love hearing from you!

**Lignum Vitae Market**

AshesBeautyLoft

# Glam ROOM

NEW SERVICES AVAILABLE

- MAKEUP APPLICATION
- EYEBROW WAXING
- LASH EXTENSIONS

[BOOK NOW](#)

Freeport, Bahamas

(242) 352-4868 | [www.ashesloft.com](http://www.ashesloft.com)



# SOCIAL MEDIA SOLUTIONS

PAGE MANAGEMENT | CURATED CAPTIONS | LINKTREE + SEO OPTIMIZATION



@THEFITNESSCONNECTION242

764 Following | 26.4K Followers | 207.1K Likes

#1 Nutrition & Fitness Store!  
 Shop Here

www.shopfitnessconnection.com

TikTok Studio | Fitfam updates

Pinned

into

Ladies: How to grow your lower body 🍏

179.2K

Pinned

Protein vs Weigh

357.4K

**LUX Deli** 🇧🇸

We serve bold international eats—available for dine-in, take out or catering!  
 😊 Located in Port Lucaya Marketplace.

✉

View Our Menu + Daily Specials 😊

Google Maps Location 📍

Share a note

**MISSION FOR MANGROVES | ECO TOUR** 🇧🇸

26 posts | 40 followers | 31 following

Eco Tour with BIG IMPACT.  
 🇧🇸 Grand Bahama Island.  
 Click the link below to Book A Tour.  
[linktr.ee/missionformangroves](https://linktr.ee/missionformangroves)

# MORNING SUPPS ROUTINE

Ready to fuel your body & keep your vibe unstoppable— all before 9am? ✨🥰

🛒 Shop in-stores at any of our locations (Nassau & Freeport) or online at [shopfitnessconnection.com](https://shopfitnessconnection.com) 🗄️  
 Local delivery, family-island & worldwide shipping available! 🌍📦

#FitnessConnection242 #Fitness #Bahamas  
 #MorningSuppsRoutine #SupplementsforMorning

# PROGRESS TRACKING

GOOGLE SHEETS | ANALYTICS | CONTENT PLANNER | POST TRACKER



1	<b>SEPTEMBER TASKS</b>	
2	ACCOUNT CLEAN UP + OPTIMIZATION	Completed
3	QR CODE CREATION	Completed
4	ORDER ONLINE LANDING PAGE SET UP	In progress
5	CONTENT PACKAGE	Completed

### ◆ Post Status Tracker

Date	Post Details + Type	Post Status
9.15	Mini Stepper Ad	Posted
9.15	Trust Fall	Posted
9.16	Morning Supps Routine	Posted
9.16	Gummy Games	Posted
9.17	Protein Pick	Posted
9.17	Ashes Flying TH	Posted
9.18	Meko Supps Recc	Posted
9.18	Minion Trend	Posted
9.19	Mag Calm vs Ashwa	Posted
9.19	Standing Core Challenge	Posted
9.20	30 Sec Grab	Scheduled
9.20	Jump Ropes	Scheduled
9.21	Bull Push TH	Scheduled
9.21	Zari Supps Recc	Scheduled

SCHEDULE	In progress
TRACKER LINK SHARE	Completed
STRATEGY	In progress
IGNING REMINDER	Completed

STRATEGY	In progress
LINK CREATION	Completed
<b>SCHEDULE</b>	
Partnership Launch Date +	

### Key metrics ⓘ

Sep 19, 2024 - Sep 18, 2025

Post views <b>4.6M</b>	Profile views <b>74K</b>
Likes <b>163K</b>	Comments <b>9,261</b>
Shares <b>26K</b>	Est. rewards <b>-</b>

### 17 FC Content Guide | September 6-7

📍 Location + Times: Saturday - 11am to 6pm (Mall) + Sunday - 10am to 2pm (FC Studio)

📦 Total Deliverables: 48 short-form videos

👥 Model Options (to be confirmed by August 27)

### 👕 FITCHIX + 👕 CONQUER FOCUSED CONTENT (6)

#### 1. September Activewear Trends

Highlighting trending activewear styles.

INSPO VIDEO: <https://vt.tiktok.com/ZSAvTPqRu/>

#### Intro:

"Here are my top "IT GIRL" activewear sets for gym, pilates and everyday wear. ✨"

#### Highlights:

- Styles
- Perfect for...
- Color options
- Quick review

\*\* mention 50% off sale.

# CLIENT FEATURES

@daneandaniela



get more  
PAY LESS



DonCar  
Hospitality Management Services



FON  
JUNKANOO JAZZ FUSION BAND





**THE BAHAMAS**



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