



JOSHUA R. LEWIS

CREATIVE DIRECTOR | BRAND STORYTELLING | CONTENT SYSTEMS

Little Elm, TX • (469) 400-4384 • jlewi@live.com

LewisCreative.org • linkedin.com/in/jlewi • youtube.com/@bonsaimediahousetx



PORTFOLIO

SUMMARY

Creative director with 10+ years leading brand storytelling, executive content, campaigns, and the production systems behind them. I translate business goals into creative direction, align executives and cross-functional teams around a single standard, and carry work from early strategy through final delivery. Deep hands-on craft underneath it — video, photography, design, web, audio, and AI-assisted workflows — which is how I stay close enough to the work to protect quality without doing all of it myself.

10+ years

CREATIVE LEADERSHIP —
AGENCY AND IN-HOUSE

700+

FINISHED PRODUCTIONS

60+

CLIENT RELATIONSHIPS

Studio founder

BONSAI MEDIA HOUSE

Original IP

CREATOR, THE MIDNIGHT
HOLLER

Certified

IBM & AWS AI • FAA
COMMERCIAL UAV

LEADERSHIP & CREATIVE OPERATIONS

Creative Direction

Turn business goals into concepts, visual systems, campaign direction, and production plans people can execute against.

Executive Partnership

Work with founders, CEOs, and marketing leaders to shape messaging and keep creative tied to business priorities.

Team & Vendor Leadership

Direct producers, photographers, editors, designers, and outside partners around one creative standard.

Creative Operations

Build repeatable workflows for briefing, preproduction, approvals, asset management, feedback, and distribution.

FEATURED WORK

- EXECUTIVE STORYTELLING / BRAND FILM

The MB2 CEO Story

A founder's path from dental student to CEO, told as a leadership film. Shaped the narrative strategy and concept, developed the era and character treatment, directed the executive interview, and ran the cross-functional production — with AI-assisted previz used to sell the concept before a camera moved. Delivered as a flagship film plus cutdowns now used in recruiting and internal communications.

- BRAND STRATEGY / WEB / CONTENT

TLC Dentistry Brand Transformation

Took over marketing operations as an independent contractor and rebuilt the brand: mytLCDentist.com, a refined logo, patient-facing copy, interviews, photography, and video, with SEO and paid campaigns on an ongoing retainer. The model now extends to Emmanuel Dentistry and iSmile Dentistry.

- EVENTS / CAMPAIGNS / BRAND CONTENT

The 20 & The 20 MSP

Multi-year creative relationship with a national MSP network: executive interviews, conferences, recruiting films, testimonials, motion graphics, webinars, and social campaigns, with contractors and internal collaborators coordinated across simultaneous productions. Best in Show, ChannelPro / The 20, 2023.

- DIGITAL PRODUCT / MARKETING
AUTOMATION

MB2 Dental Marketing Platform

Creative redesign of the dentist-facing platform where practices submit content and receive automated, on-brand ads and social posts. Defined the submission flow, practice-level customization, and the brand rules that hold output consistent across a national network, then presented the system to executive stakeholders.

- PLATFORM LAUNCH / PROVIDER EDUCATION

FASTBRACESOnline

Helped launch a provider education platform — live webinars, clinical training, recorded resources, and digital case-review submissions. Coordinated stakeholders, managed budget and schedule, shaped how the platform explained itself, and produced the multimedia content behind it.

- ORIGINAL IP / MULTIMEDIA

The Midnight Holler

An original narrative horror brand across podcast, YouTube, music, and design: long-form writing and world-building, voice direction, sound design and mix, original songs, an identity and thumbnail system, release strategy, and audience development — on an AI-assisted pipeline for concepting and previz.

TRACK
RECORD**MB2 Dental** Producer

2025 – Present · Carrollton, TX

- Creative lead on executive profiles, brand films, recruiting stories, practice content, education, and social campaigns for a national dental partnership organization — **150+ finished pieces a year across 100+ practices.**
- Partner with leadership and marketing stakeholders to turn business priorities into concepts, scripts, and production plans, then hold the standard through interviews, edit, motion design, and delivery.
- Owned the creative redesign of the dentist-facing marketing platform — content logic, user experience, and the brand rules behind automated ad and social output for practices nationwide.
- Coordinate contractors and internal collaborators across overlapping productions, and brought AI-assisted previsualization into pitching and preproduction.

Bonsai Media House Owner & Creative Director · Contract studio

2017 – Present · Plano, TX

- Founded and operate a contract creative studio — brand strategy, websites, video, photography, identity and logo design, motion graphics, SEO, and paid media — for **60+ clients** across healthcare, technology, nonprofit, fitness, and entertainment.
- Run TLC Dentistry's marketing operations on retainer: website rebuild, logo refresh, patient-facing copy, ongoing SEO and PPC, and a steady content program of interviews, photography, and video.
- Selected engagements include Support Smyrna, USM Technology, FASTBRACES, Emmanuel Dentistry, iSmile Dentistry, and Khurana Kickboxing, alongside live-event and wedding work that keeps the studio sharp on single-take storytelling.
- Client strategy, vendor and contractor management, budgets, schedules, and quality control sit with me from first conversation through launch.

Bucktooth Marketing Creative Director

2024 – 2025 · DFW, TX

- Set creative strategy, messaging, and visual direction across client campaigns, and established the standards that brand stories, video, and design work were held to.
- Led client-facing creative conversations and review cycles, translating feedback into direction contractors and collaborators could execute without losing the concept.
- Introduced AI-assisted concept development and previz into the front of the process, **shortening concept-to-first-cut by roughly 40%** and putting more options in front of clients earlier.

The 20 & The 20 MSP Videographer, Lead Producer

2022 – 2024 · Plano, TX

- Led production end to end for a national MSP network — **400+ deliverables** spanning executive interviews, conference and event coverage, recruiting films, campaigns, and social content.
- Collaborated with executives on event and conference content strategy, then built the shot plans, crews, and schedules to deliver it on site.
- Coordinated contractors, timelines, and client feedback across **up to 6 simultaneous productions**, standardizing the intake and review process as volume grew.
- Best in Show, ChannelPro / The 20, 2023.

- Helped launch FASTBRACESOnline.com as a provider education platform — webinars, clinical training, recorded resources, and a digital case-review workflow — **reaching providers in 40+ countries.**
- Partnered with executive leadership on trade-show content, testimonials, seminars, provider education, and awards coverage.
- Managed budgets, schedules, content development, and stakeholder alignment across marketing and clinical teams.

- Created and run an original narrative horror property across podcast, YouTube, music, and design — **14 episodes and 12+ hours of produced audio** to date.
- Editorial and creative lead: long-form scripts, voice direction, sound design and mix, original songs, visual identity, and the thumbnail and packaging system.
- Own publishing strategy, release cadence, and audience development, and designed the AI-assisted pipeline the show runs on.

CAPABILITIES

CREATIVE LEADERSHIP	CONTENT & PRODUCTION	BRAND & DIGITAL
Creative direction · Brand strategy · Executive storytelling · Campaign development · Team leadership · Stakeholder alignment · Creative operations · Production planning	Video production · Interview direction · Editing · Photography · Motion graphics · Audio production · Podcasting · Event production · Drone (FAA licensed)	Website strategy · Copywriting · Visual identity · Logo design · SEO · PPC · Social campaigns · Content systems · Digital-platform strategy
AI-ENHANCED WORKFLOWS	TOOLS	
Concept development · Previsualization · Voice prototyping · Image and video generation · Workflow architecture · Quality control · Team enablement	Premiere Pro · After Effects · Photoshop · Lightroom · Audition · Illustrator · ChatGPT · Claude · ElevenLabs · Firefly · Higgsfield · Suno	

CLIENTS & CREDENTIALS

SELECTED CLIENTS	TLC Dentistry · FASTBRACES · Support Smyrna · USM Technology · Emmanuel Dentistry · iSmile Dentistry · Khurana Kickboxing · Golden Isles Wedding Association · Fuse Frozen Yogurt · String of Pearls
CREDENTIALS	Bachelor of Theology, Northwestern Seminary · IBM Generative AI Engineering Professional · AWS Certified AI Practitioner · Adobe Certified Expert & Master · FAA Commercial UAV License
RECOGNITION	Best in Show, ChannelPro / The 20, 2023 · 48 Hour Film Festival recognition