



Case Studies.

Johnnie Mack Stephens

Creative Director, Graphic Designer, & Storyteller

Brand Identity | Growth Marketing | Creative Strategy | Storytelling & More



Merging thoughtful strategy
with intentional design.

SOLcademy

Objective

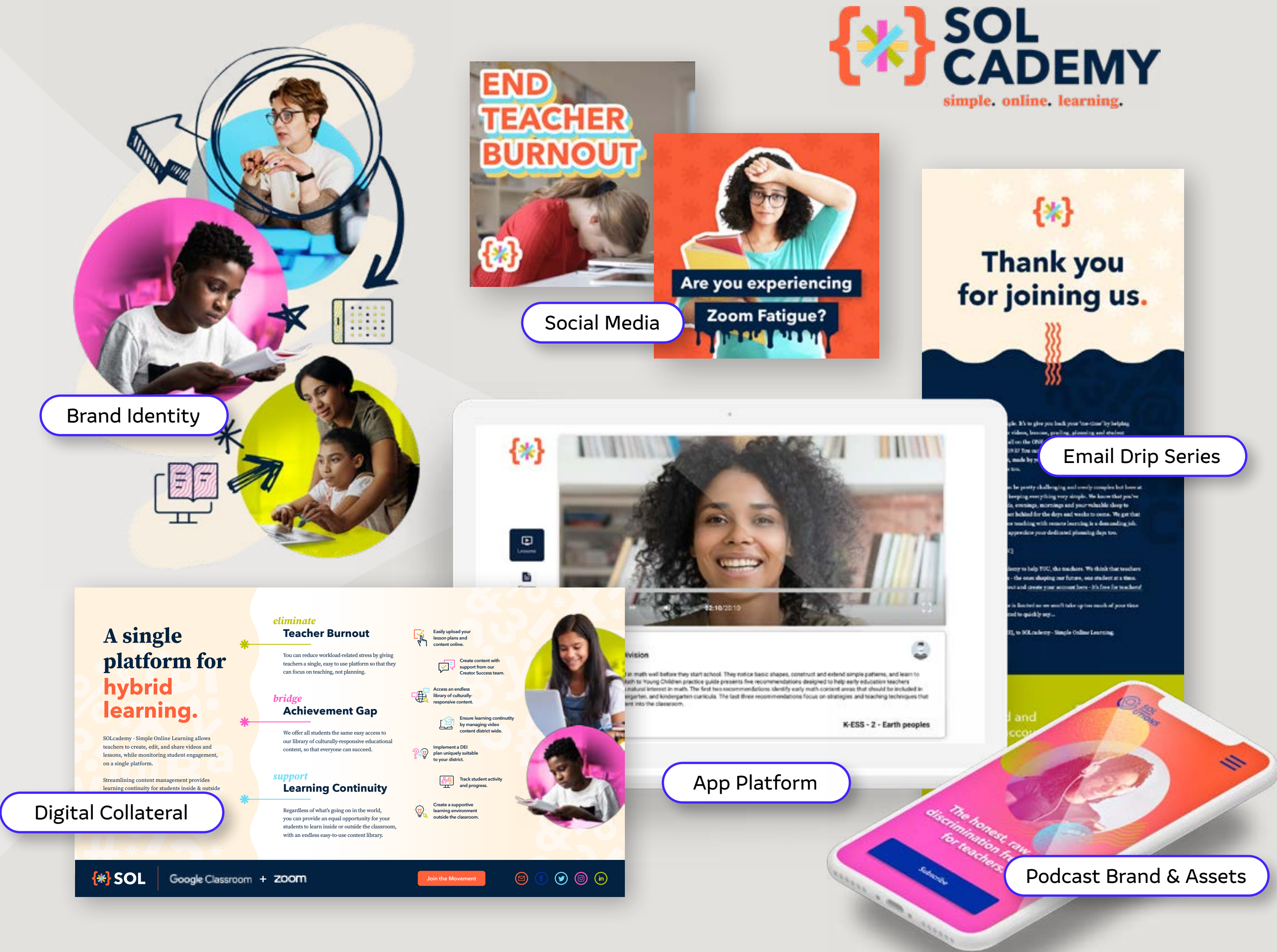
At the height of the Covid pandemic, SOLcademy was an upcoming platform in the EdTech industry aiming to relieve the challenges of online learning by helping solve the problems of teacher burnout, learning continuity, and the achievement gap. Their goal was to build an easy-to-use, education-focused platform with culturally responsive content that supports student's intrinsic motivation.

Solution

I created messaging and a visual language that spoke to a broad network of individuals all directly affected by the growth in remote learning and education (i.e. teachers, students, creators, school districts, and parents). I chose a brand identity that merged the traditional format of learning with social media and online networking that addressed the unique challenges of a new educational landscape.

Impact

- Equipped students with comprehensive learning
- Alleviated online fatigue
- Provided endless resources/support to educators



LittleThings

Objective

LittleThings is a media publisher that believes in the power of positivity. Their mission is to publish engaging, meaningful content for women across generations. With media publishing on the rise, there is a need to grow intentional partnerships, sponsorships and collaborations with like-minded brands.

Solution

By streamlining revenue operations and sales collateral, I improved their messaging to communicate their diverse range of media content; focusing on mutual benefit, shared resources, and combined marketing efforts. I updated their existing sales collateral, RFP templates, and swag to exemplify their position on positivity and media impact.

Impact

- Increased media engagement
- Expanded reach to new audiences
- Built brand equity with brand partners



Beautiful Destinations

Objective

Beautiful Destinations is a global brand focused on developing creative content that showcases the good in the world through the power of travel. They are faced with an over-saturation of creative content on social media that introduces a hindrance to brand exposure and longevity.

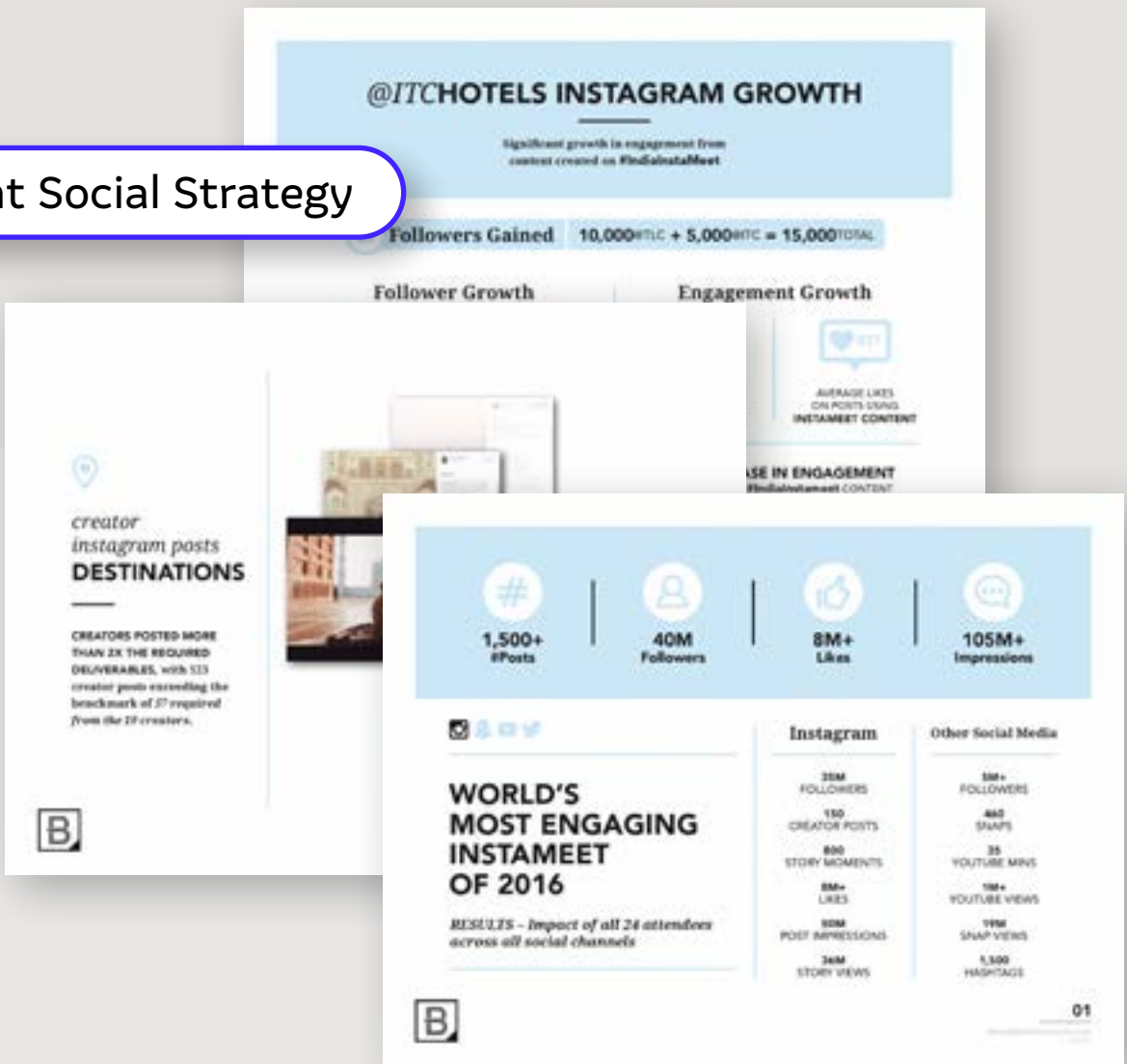
Solution

By creating cohesive messaging and establishing brand values, I streamlined marketing strategies that were directed towards more intentional creative content. These guidelines clarified their brand voice and positioning to create cohesive storytelling across all brand assets and touchpoints.

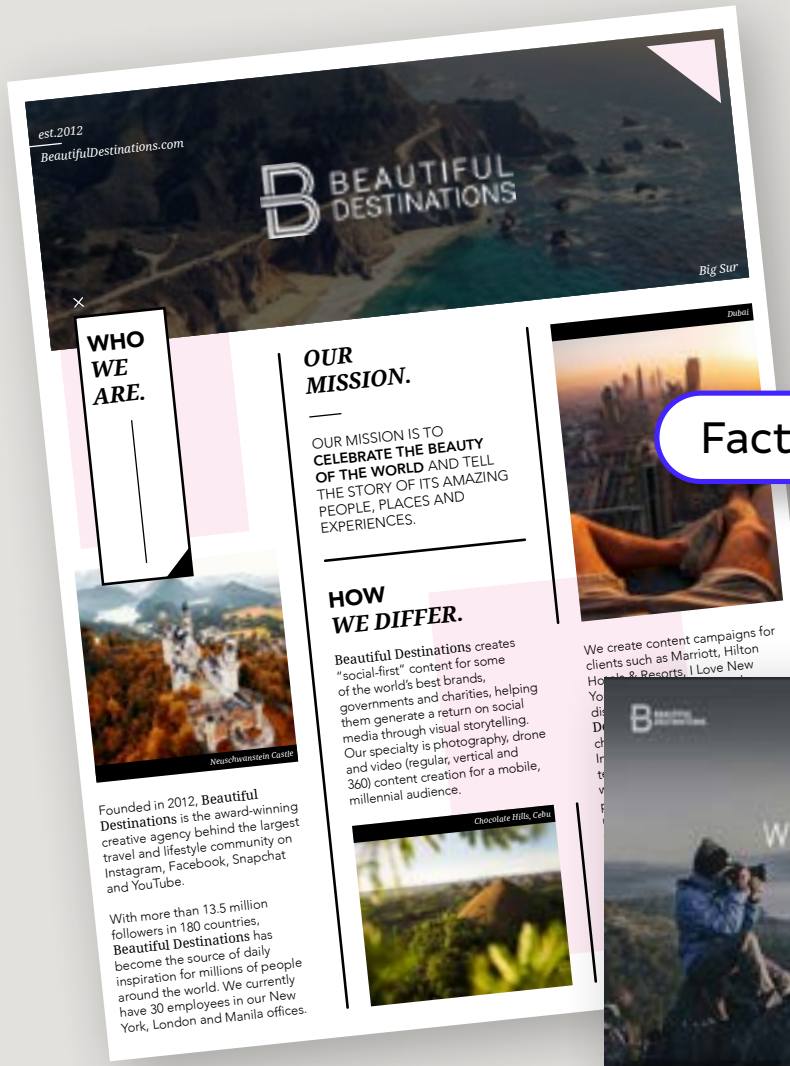
Impact

- Supported long-term brand partnerships
- Differentiated value within the market
- Supported business strategy

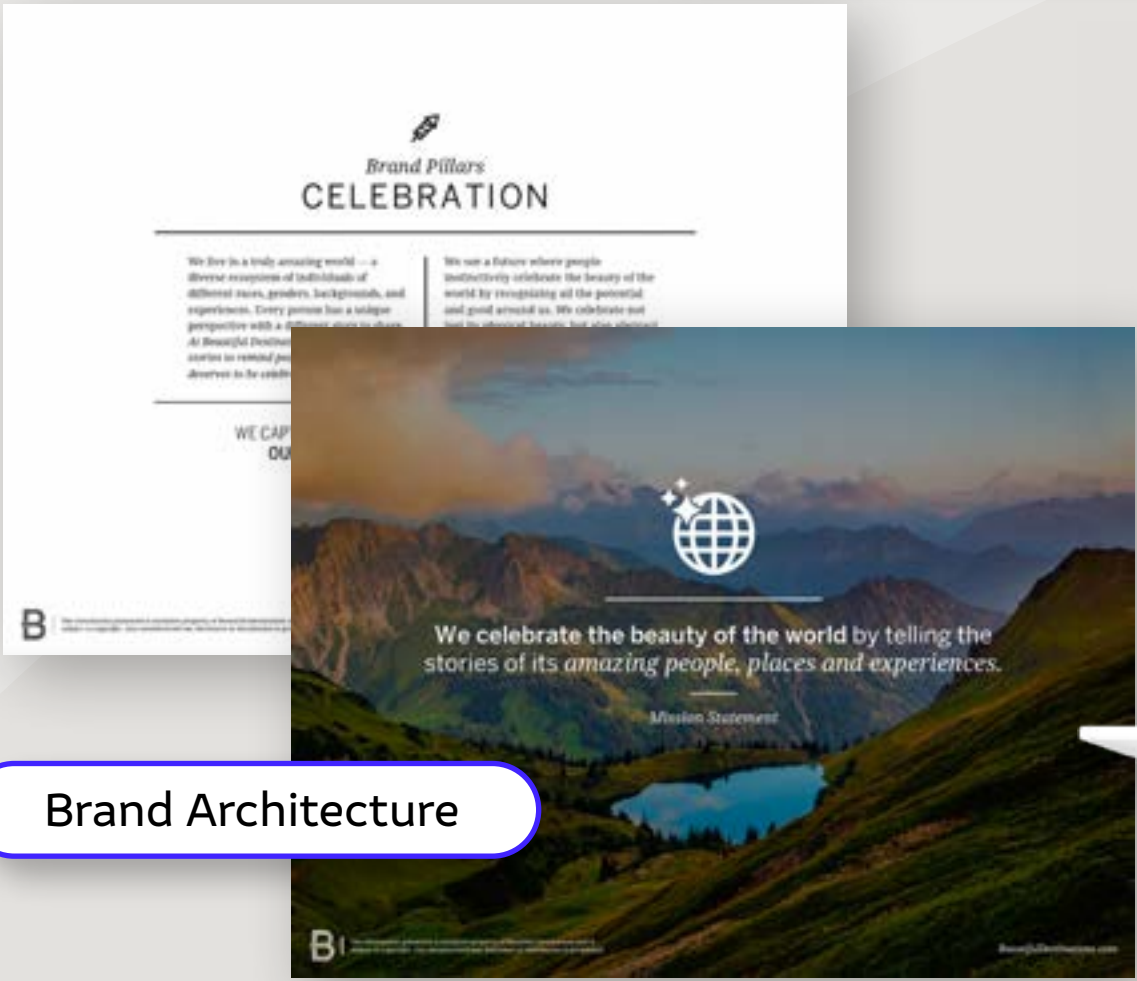
Client Social Strategy



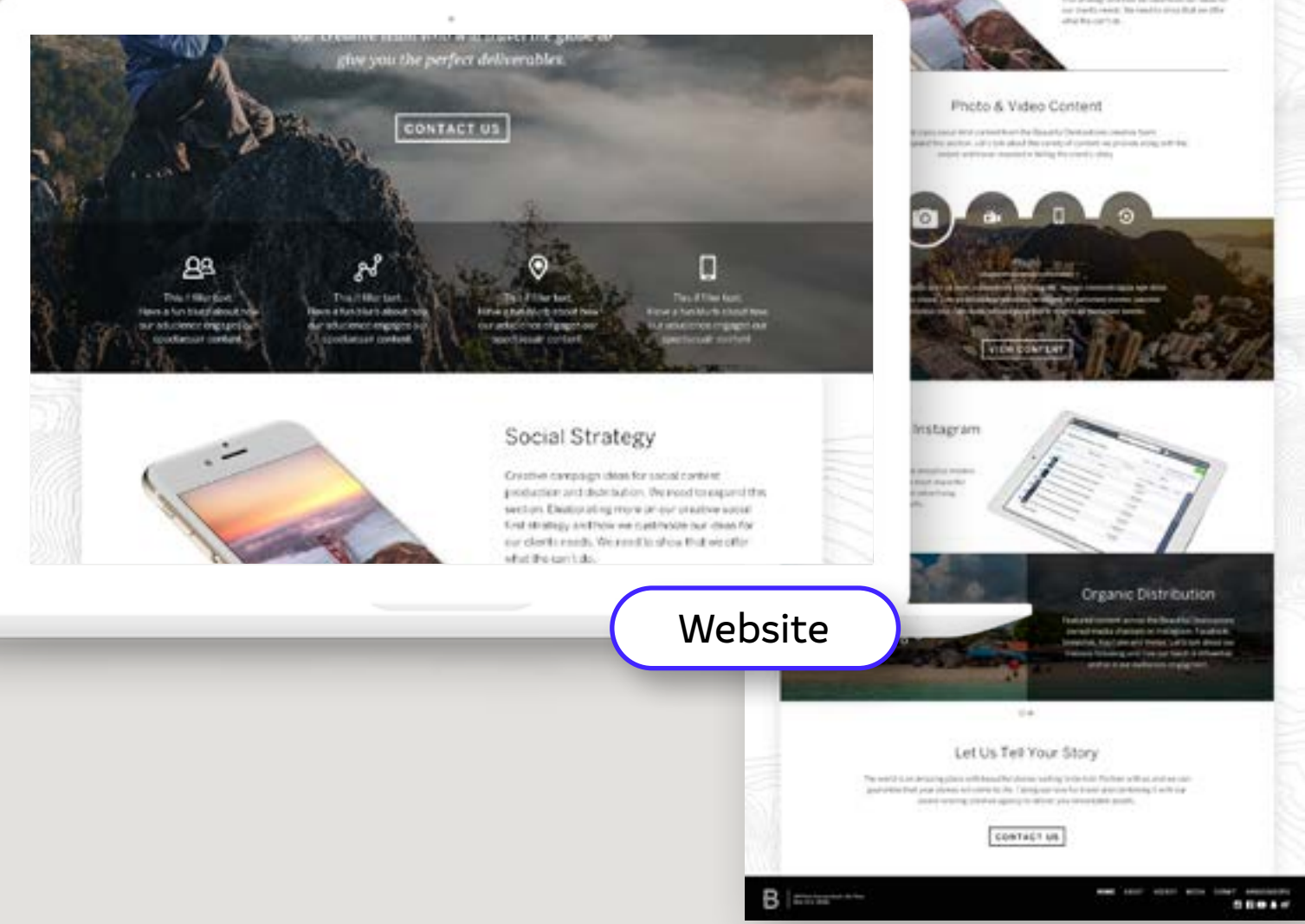
Fact Sheet



Brand Architecture



Website



Mavyret (AbbVie)

Objective

AbbVie is a global, research-based bio-pharmaceutical company that develops Mavyret, the number one prescribed treatment for Hepatitis C Virus (HCV). Their recent FDA approval for both acute and chronic HCV requires a rebrand with updated messaging communicating the new safety profile, the 8 week treatment period, and the cure rates for a wide range of patients. There is a restricted budget and a narrow launch period for the campaign.

Solution

In developing the new concept for Mavyret, I integrated adapted brand elements from the previous branding into the updated campaign imagery; reflecting the fast cure rate and diverse patient profile. Messaging was formatted to align with the updated safety profile, emphasizing the FDA approval. AI was utilized to develop “stock” images that could be used in a modular format across all materials.

Impact

- Expedited launch post FDA approval
- Delivered seamless integration of old and new campaign
- Provided significant savings of allocated budget

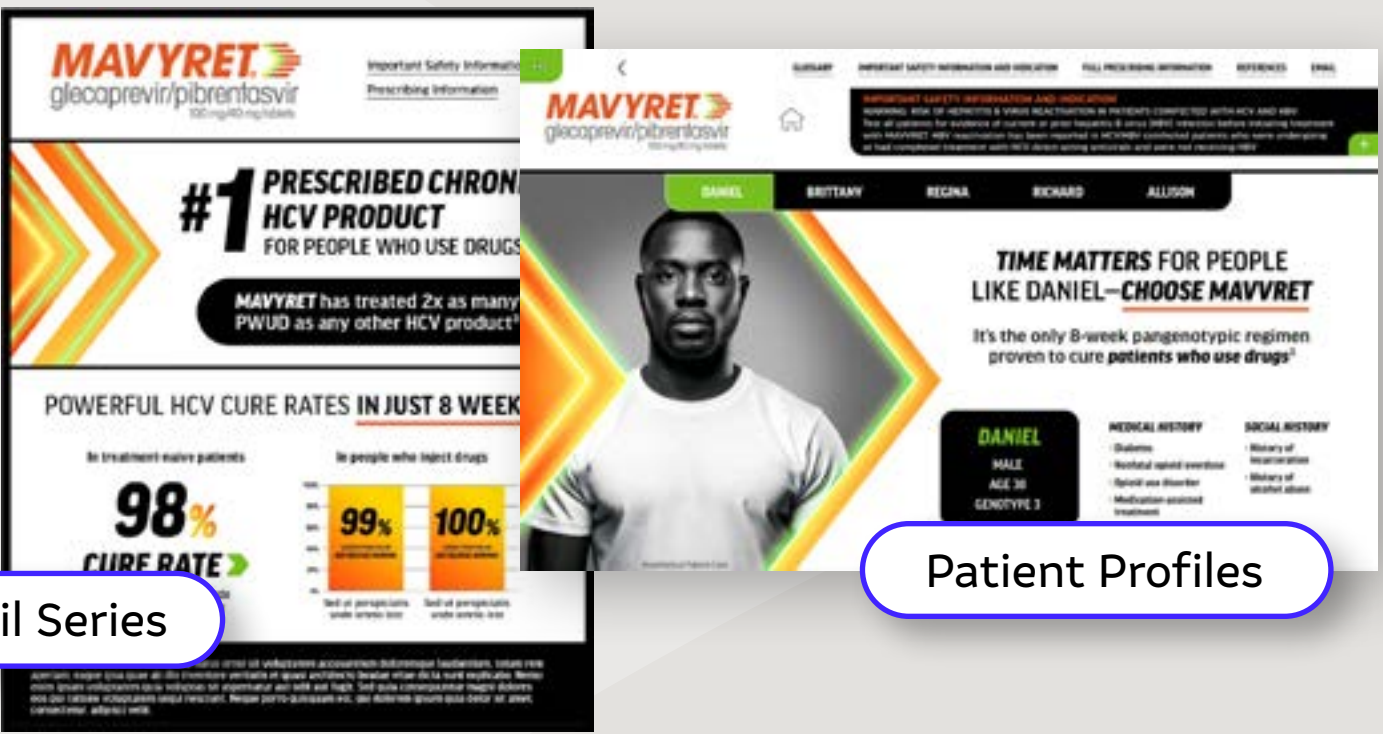
Brand Concept



LinkedIn Social Media Ads



Patient Profiles



Email Series



Core Visual Aid



Nutrafol

Objective

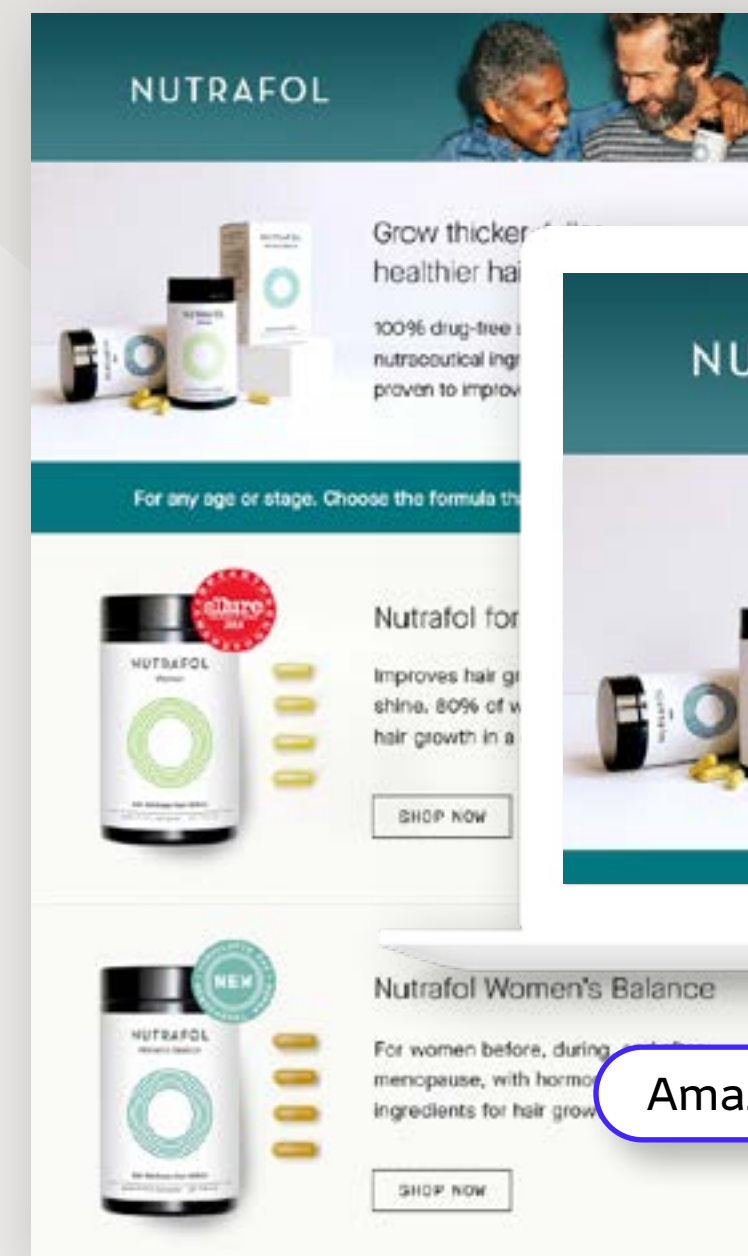
Nutrafol is an all-natural hair wellness supplement brand that helps target issues caused by both external and internal factors that can damage hair health. With competitors already saturating the market and as a product new to the wellness industry and not yet 'public,' there is an opportunity to create assets and messaging that positions Nutrafol as a formidable competitor within the market.

Solution

In partnership with the CMO and brand marketing director, I developed a growth marketing strategy that leverages Nutrafol's unique value proposition as a key differentiator. I oriented the messaging and visuals to highlight the benefits of a 100% natural product. I created high volume, high quality assets that would cast a wider net into brand marketing, B2B, and B2C.

Impact

- Increased revenue and measurable engagement
- Multiplied brand exposure
- Shifted behavioral change by educating consumers

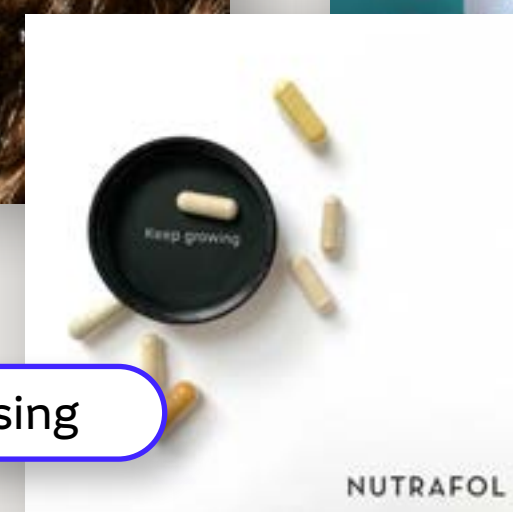
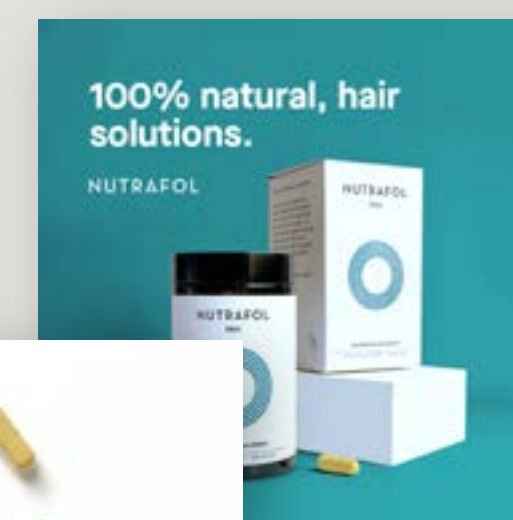
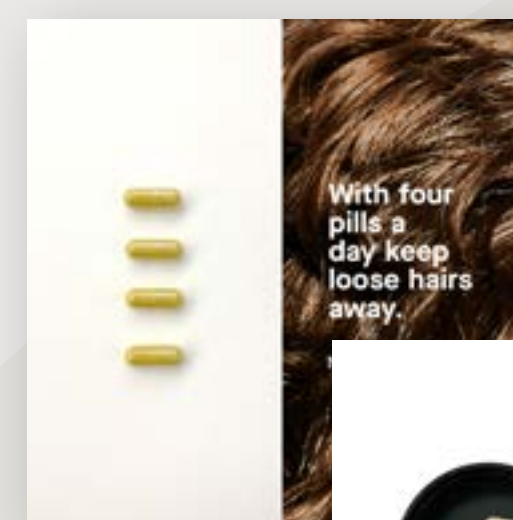


Amazon Storefront



Media Fact Sheets

Subway Campaign



Paid Advertising



Comeet

Objective

Comeet is an international recruiting software platform specializing in providing support to start-ups and small businesses. As a start-up themselves with a large portfolio of already existing clients, there is a need to expand ‘new business’ with a wider organic client base. Previously, there was not a priority of focusing on brand identity, development, or consistency.

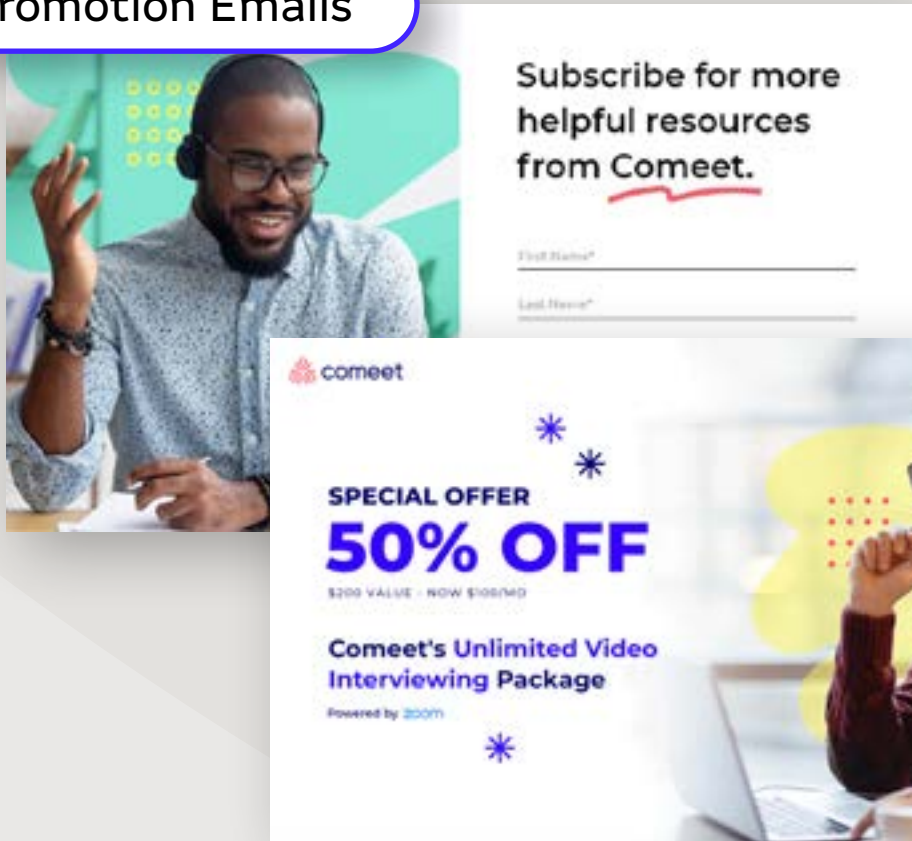
Solution

I collaborated closely with the founders and c-suite to streamline brand positioning while aligning with the growth marketing team for a smooth and seamless launch. I worked alongside their marketing efforts by integrating a brand refresh into all existing initiatives. Additionally, I oversaw all creative approval for UX development, sales, and content creation to ensure consistent messaging.

Impact

- Increased organic business growth
- Improved customer relationships

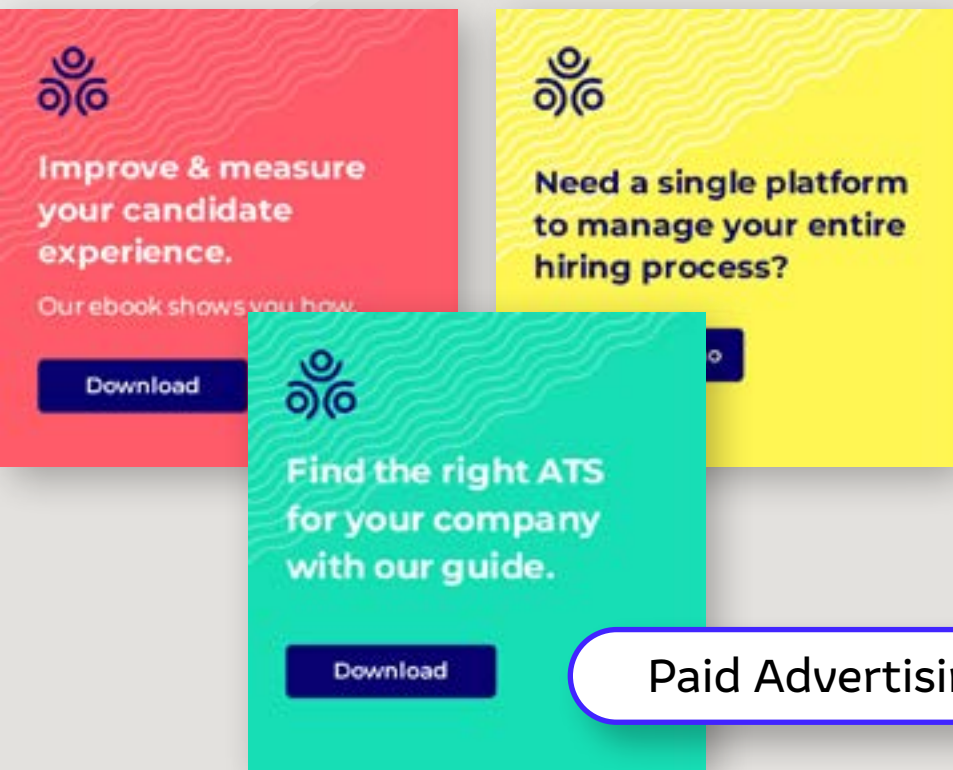
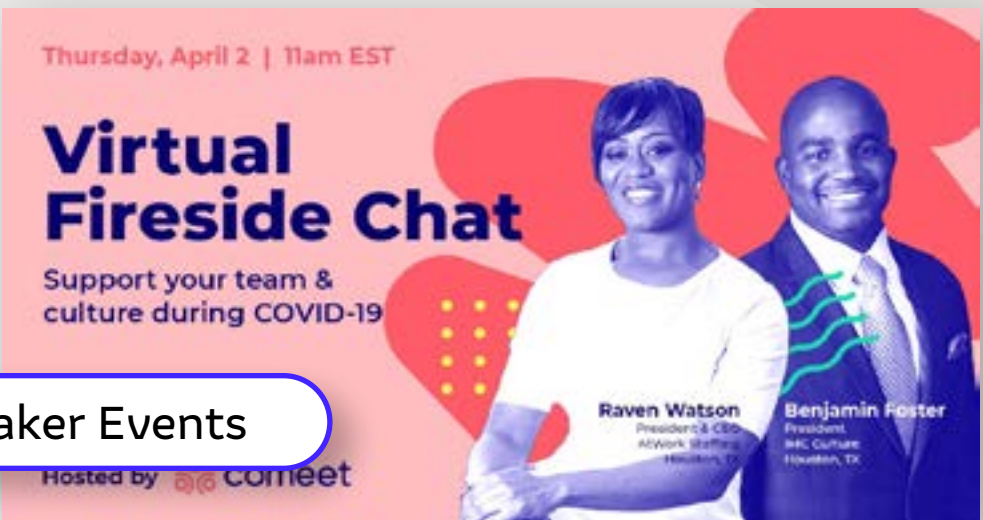
Promotion Emails



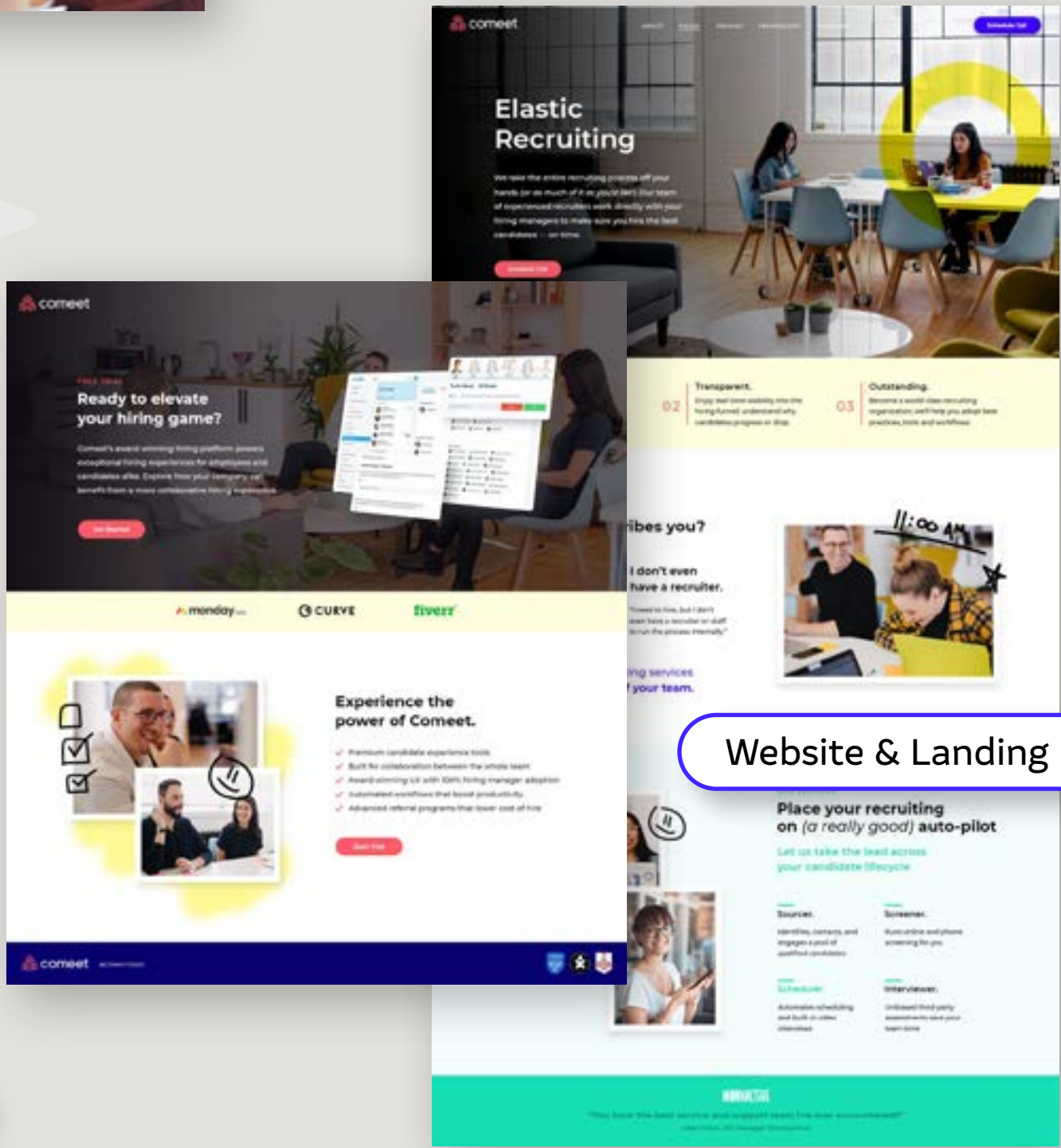
Sales One-Sheet



Speaker Events



Paid Advertising



Website & Landing Page





Let's work together at not just making
design beautiful—but making design intentional.

Let's Connect



Thank You.

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