



BUILDING AN ARTIST BRAND

RUN DATES: JUNE 2020 - FEBRUARY 2021

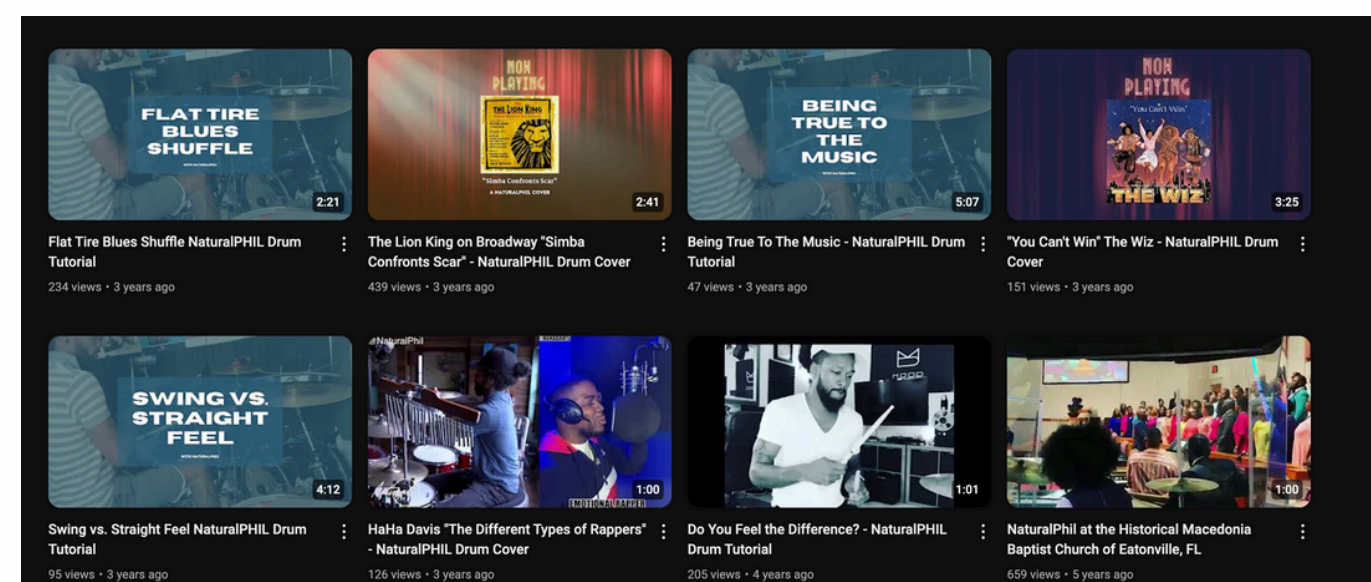
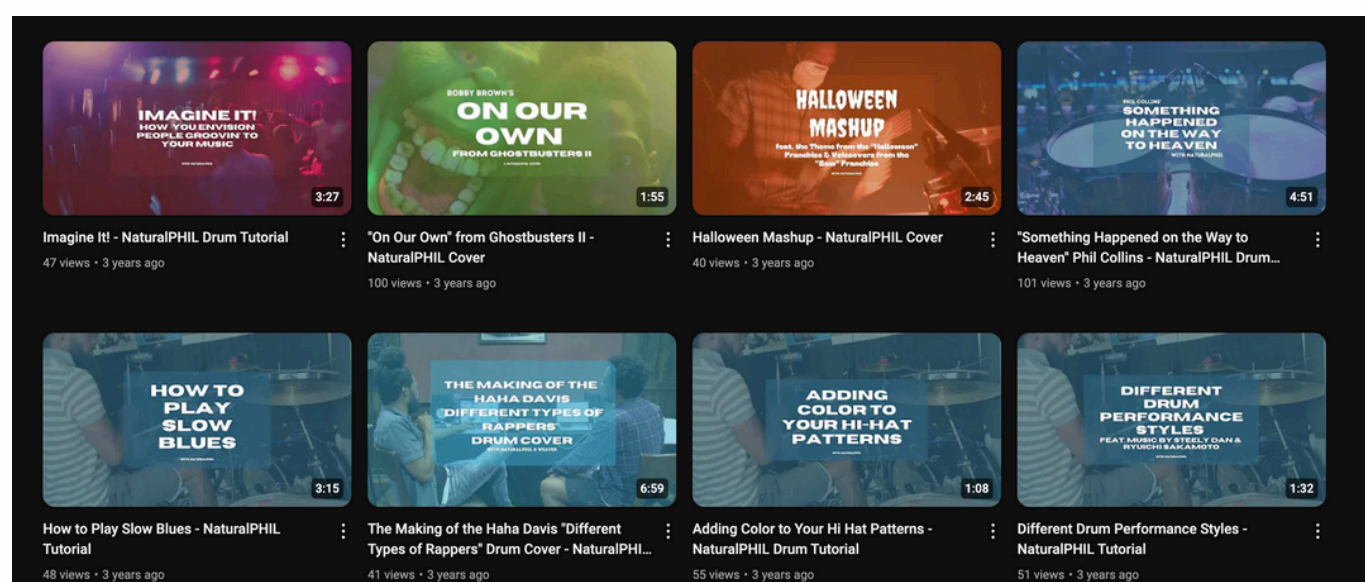
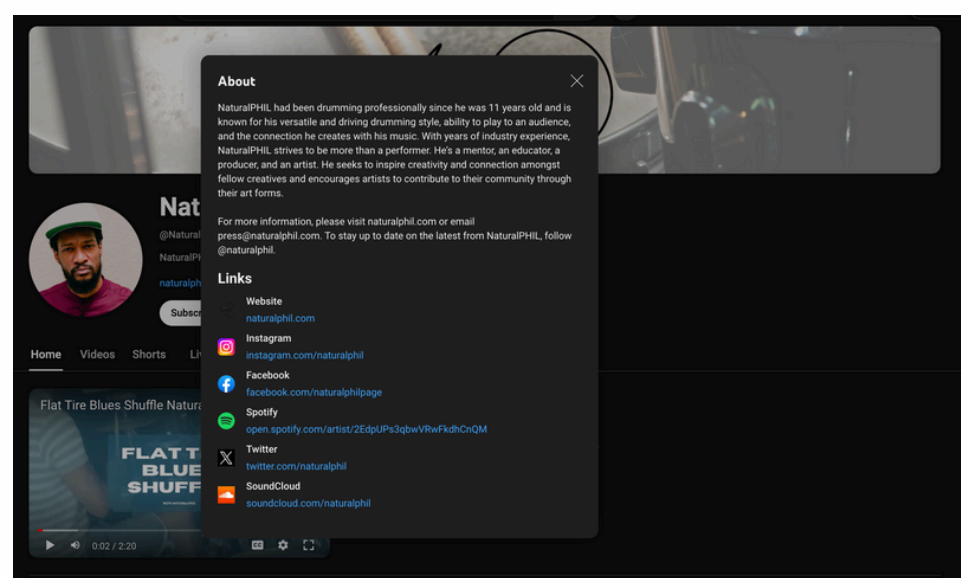
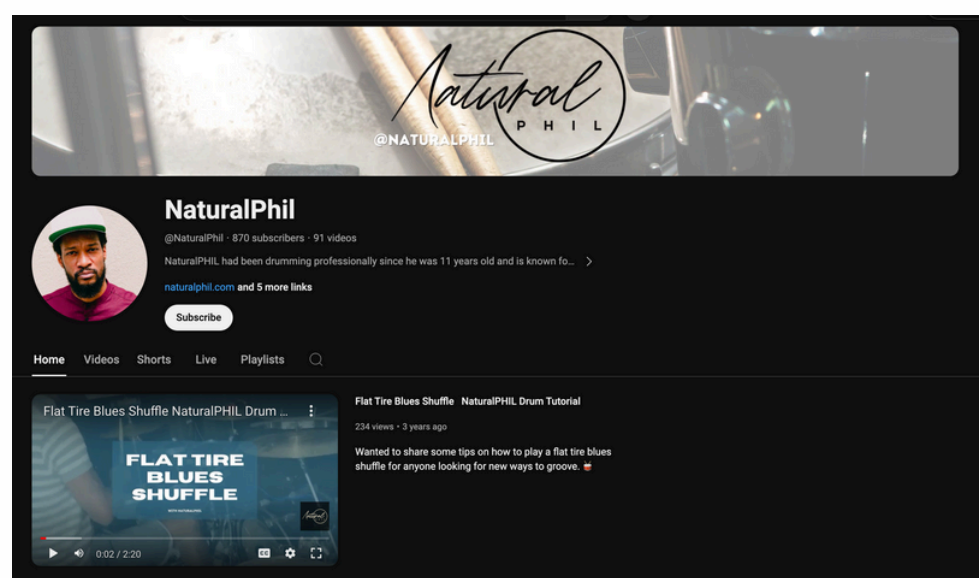
OVERVIEW

My objective in working with NaturalPhil was to elevate his artist brand and establish a robust social media presence. This project spanned multiple platforms, including Instagram, YouTube, and Spotify. While NaturalPhil has had a successful career as a professional drummer, we aimed to harness his extensive expertise and knowledge to cultivate a vibrant community of music lovers — encompassing everyone from professional musicians to hobbyists and casual fans. We aimed to build an inspiring space for music lovers to learn and grow.

This endeavor was not just about social media management; it was a powerful partnership between NaturalPhil and me. We dedicated time to solidifying the foundation of his artist brand and identifying the perfect tonal style for his content. I crafted weekly content calendars and developed a cohesive branding style for his YouTube channel. We actively engaged with trending topics and relevant conversations, leveraging his passion for music to connect with audiences beyond his niche.

Throughout this partnership, I created a comprehensive social media style guide and brand guide for NaturalPhil, designed a detailed media kit, and orchestrated several photo and video shoots to capture compelling content. This included a promotional photo shoot with NaturalPhil and his musical partner, DJ M-Squared, for their collective act, The Mood Designers. I also helped launch several of his singles on Spotify, developed the concept, and directed the creative process for the album cover and promotional materials for his single, "Plane Ticket."

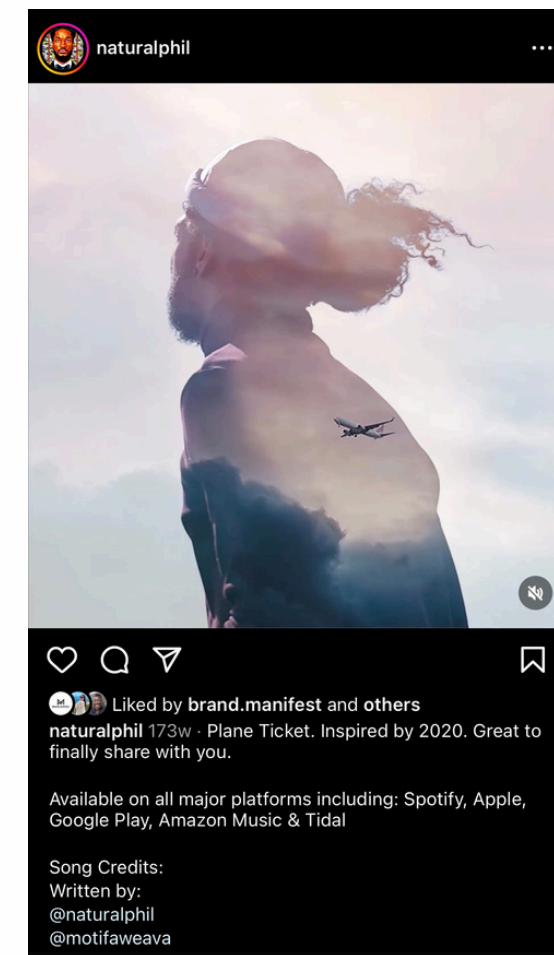
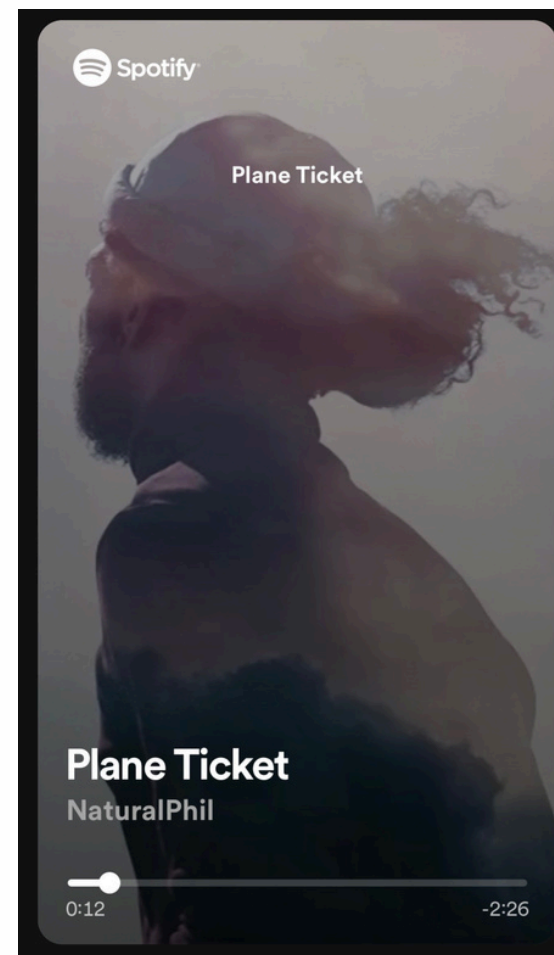
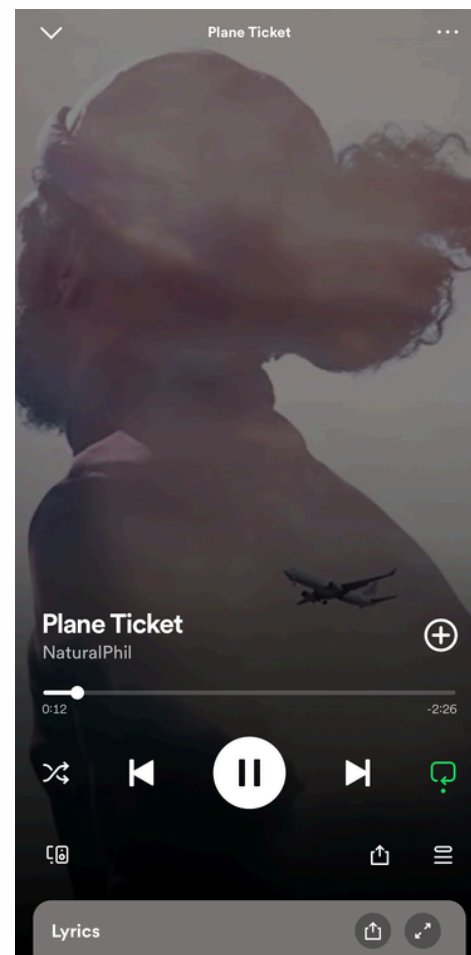
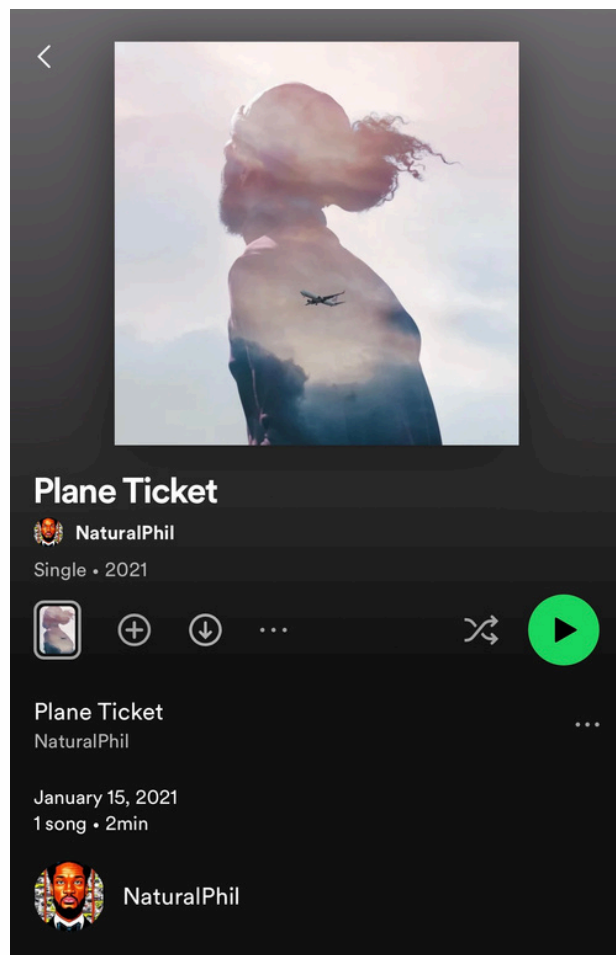
YOUTUBE CHANNEL BRANDING SAMPLES



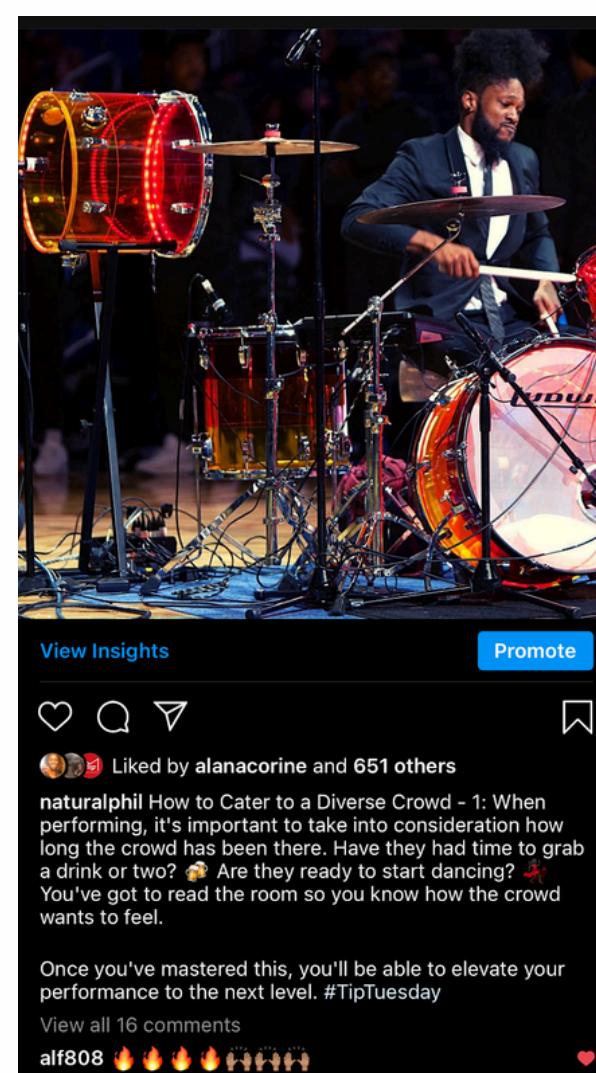
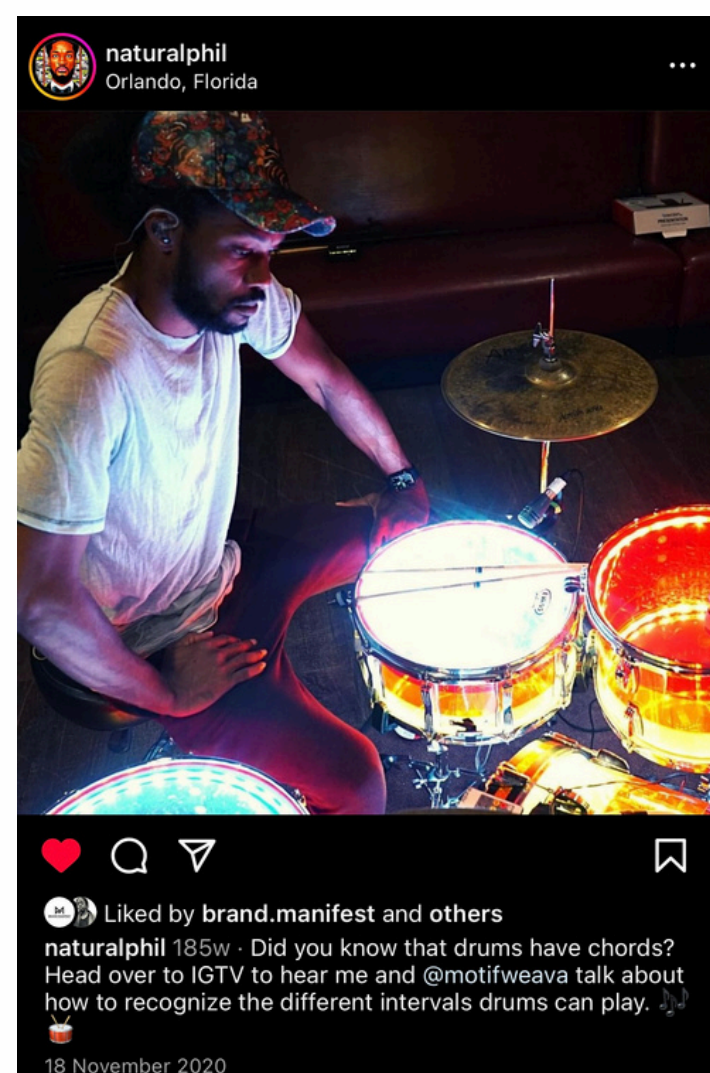
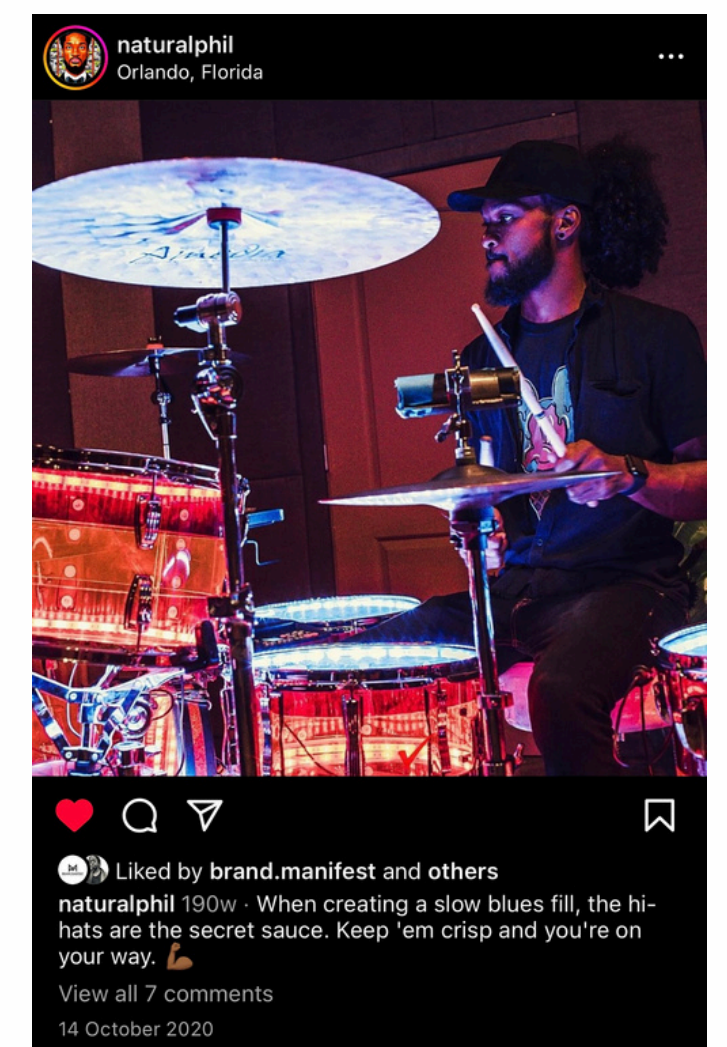
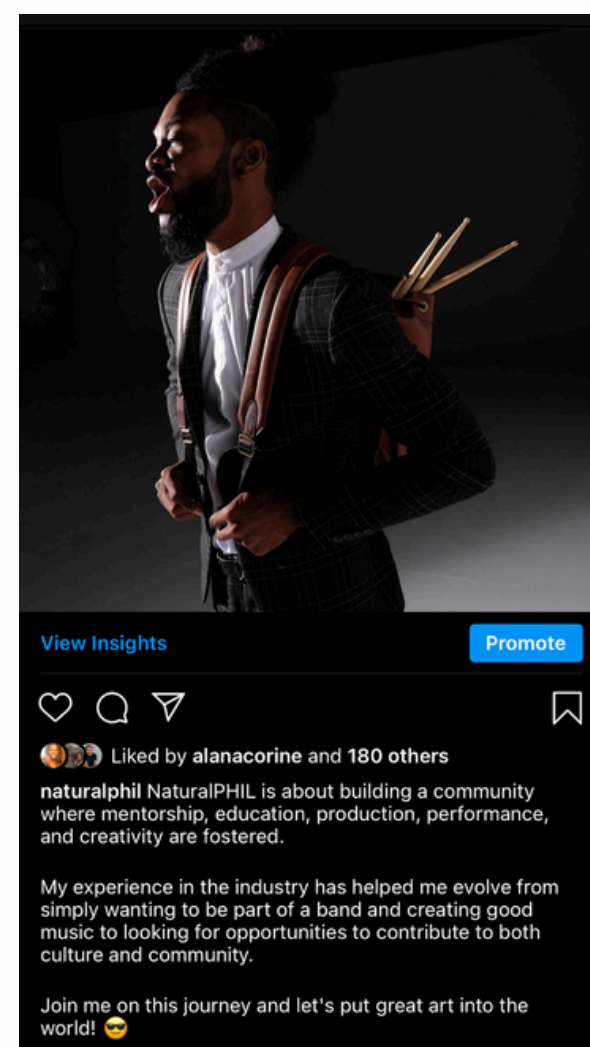


CREATIVE SAMPLES

PLANE TICKET ALBUM ART & PROMO ASSETS



INSTAGRAM POST SAMPLES





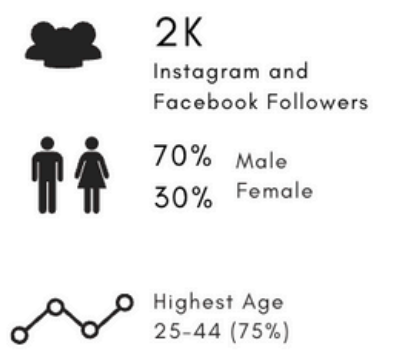
CREATIVE SAMPLES CONTINUED

NATURALPHIL

Media Kit 2020



Engagement Statistics



Introduction

NaturalPHIL has been drumming professionally since he was 11 years old. He has toured with platinum recording artist Don Omar, is one-half of the drummer/DJ collaboration Mood Designers, and serves as the Music Director and drummer for the B.B. King All-Star Band. NaturalPHIL is more than a performer. He's a mentor, an educator, a producer, and an artist. His love for music and inspiration comes from his mother, Joselyn, who was also an accomplished drummer and the first female drum major at Elizabeth State University. NaturalPHIL is known for his versatile and driving drumming style, ability to play to an audience, and the connection he creates with his music. He is currently endorsed by Pro-Mark drumsticks and Amedia cymbals.

Now NaturalPHIL

NaturalPHIL looks to create a community that encourages creatives of all kinds to tap into their creativity and develop their art. He looks to inspire, educate, and empower artists to learn the business of music and provide them with the tools and resources they need to take their art to the next level through immersive experiences.

