

BONES

noun (*plural in the sense that many things are possible*) :

An award-winning Creative with 10+ years of comprehensive advertising experience across all media platforms. Well-versed in owning the creative process from conception to execution, and beyond.

Creative Director | Writer | Artist

Clients have included



and more.

Spectrum▶

'THE ONE'

What better way to spread the news of Spectrum's Fast Internet, Advanced WiFi and Unlimited Mobile than turning our awesome comedian talents KevOnStage, Tony Baker and Tahir Moore into a music band? Ron G makes a classic rap cameo.

We went all out music video nostalgia with this one! And, it paid off because **'The One' became Spectrum's most successful Brand Campaign to date**, finishing with **187 million** social media impressions, **10.7 million** combined impressions via paid media and **341,813** organic views for its full 3-minute music video. It went on to win **GOLD at the 2024 Telly Awards** AND **Best in Multicultural Marketing at the 2024 FAXIES Awards**.

I concepted/wrote this, even providing vocal production and my background vocals, which are still on the final airing spot.



TOGETHER, KEV & THE KIRKPATRICKS ARE THE PERFECT "TRIO OF CONNECTIVITY"



'MISSION POSSIBLE' STARRING THE BALD BROTHERS

With KevOnStage as "The Brains" and Tony Baker as "The Brawn", there's nothing this duo can't do. Intercepting bad service and taking names, The Bald Brothers are here to save you with the fastest Internet speeds, the best in entertainment, and 5G mobile that's as unlimited as your imagination!

This campaign was a HOME RUN, getting our CPC the lowest it had been in over 2 years!

CLICK TO PLAY



CLICK TO PLAY



CLICK TO PLAY



DIGITAL STREAMING AUDIO

Here, we utilized a very grounded approach and implemented the genuine authenticity of our celebrity talent, Michelle Monaghan being an actual Spectrum customer to continue the theme of spreading connectivity. Spectrum Internet doesn't discriminate and helps all people, whether you're in an urban inner city, suburban, or rural environment. This was a pleasure to shoot and has been received very well.

Spectrum▶

'INTERNET FOR ALL'



Spectrum▶ 1-855-735-1336



Spectrum▶ 1-855-735-1336

SPREAD THE CONNECTIVITY

A little connectivity goes a long way. On their way to the Spectrum store, we took Kev and Tony through the community to spread the news of Spectrum Mobile – collecting new customers along the way. I really wanted this spot to move continuously and show cool ways to display the offer. [This spot did great with conversions and CPC!](#)

CLICK TO PLAY

Spectrum▶



Editorial copy lead for catalogues and digital.



NIKE®
For her: Rally jacket. \$80. WebID 2923922.
Bra. \$40. WebID 2683059. Both misses.
For him: Bomber jacket. S-XXL. \$80. WebID 2912179.





ADIDAS
For him: Bomber jacket. S-XXL. \$65. WebID 2930088.



PUMA
For her: Bomber jacket. \$100. WebID 3509705. Bra. \$28. WebID 3509649. Both misses.

COVER YOUR BASES

REACH YOUR DESTINATION WITH LAYERS DESIGNED TO GET YOU THERE IN STYLE

THE EDIT
By *seventeen*

Sweet graphics and cuffed denim make the perfect pair for summer flair. visit macys.com/juniorssummertrends



TIME TO TREAT YOUR-SELFIE

JUNIORS' LOOKS
Fea Merchandise Inc. Popsicle ringer tee. \$24 WebID 4588986
Celebrity Pink shorts. \$39. WebID 1926195
Rebellious One striped tank top. \$24 WebID 4603422
Only at Macy's.
American Rag shorts. \$44.50. WebID 4615156

★ macy's

Free shipping online with \$99 purchase & free returns. Exclusions apply. see macys.com/freereturns Advertiser's merchandise may not be carried at your local Macy's and selection may vary by store. 7050001.

THE NEW SCHOOL
UPDATED SHAPES & COLOR COMBOS
GRADUATE YOUR SHOE GAME



TOMMY HILFIGER
Modesto. \$80. ★ 4861551.
Fallon. \$80. ★ 6485461.

AD FEATURE IN
seventeen



THE RUNDOWN
LIGHTWEIGHT,
WATER RESISTANT
JACKET KEEPS YOU
WARM & DRY WHEN
THE WEATHER'S NOT.

NIKE®
Gym Vintage zip hoodie.
Misses, \$60. ★ WebID 458144.
Pro Classic padded bra. \$40.
★ 1259684. Gym Vintage
capris. Misses, \$45. ★ 1566330.
Windrunner jacket. Misses, \$90.
★ 114835. Pro Classic padded
bra. \$40. ★ 139544. Leg A See
Just Do It tights. Misses, \$45.
★ 1087669.

bring it home
BEYOND THE GYM – IT'S A LIFESTYLE

the fits + features of
YOUR NEW FAVORITE SHIRT
Find the perfect combination of features that fit your lifestyle...



PERFORMANCE
Stretch fabric moves with you.

COLLAR
Flex fit: conforms and stretches for comfortable wear throughout the day.

TECHNOLOGY
Moisture-wicking keeps you cool & dry.

MAINTENANCE
Non-iron fabric keeps wrinkles away. Machine washable for easy upkeep.

THE FIT
Regular: classic style with a relaxed fit through the body.
Slim: tailored appeal without compromising comfort.



CLARINS
New! Body Fit Anti-Cellulite Contouring Expert. 6.9 oz. \$70. WebID 4480917.

FREE 4-PC. GIFT
With any Clarins Body Fit purchase receive sample sizes of Contour Exfoliating Body Scrub, Bust Beauty Lotion and Body Treatment Oil in a pouch. WebID 4482226.
One free gift per offer, per customer, while supplies last.

REFINE YOUR REGIMEN
GLOW ON THE OUTSIDE WITH A POLISHED ROUTINE



NIKE®
Elastika top. \$40.
WebID 2923584.
Legendary tights.
\$115. WebID 2923824.
Both for misses.

SWEAT THE DETAILS

GET THE MOST OUT OF YOUR WORKOUTS
IN LAYERS DESIGNED WITH PURPOSE

★ macy's CONTD...

**ROCK
THE
HALLS**

STYLE THAT HITS
ALL THE RIGHT
NOTES



SALE 69.99
GUESS SNEAKERS
Reg. \$80. Torrance.

SALE 49.99
SPERRY BOAT SHOES
Reg. \$55. Wahoo.



MICHAEL Michael Kors Petite Double-Zip Ghanzi Dress
Reg. \$150.00
Sale \$150.00

A fearlessly fabulous print makes this petite dress by MICHAEL Michael Kors a head-turner. Double zipper detail at shoulders add a modern edge to a classic silhouette.



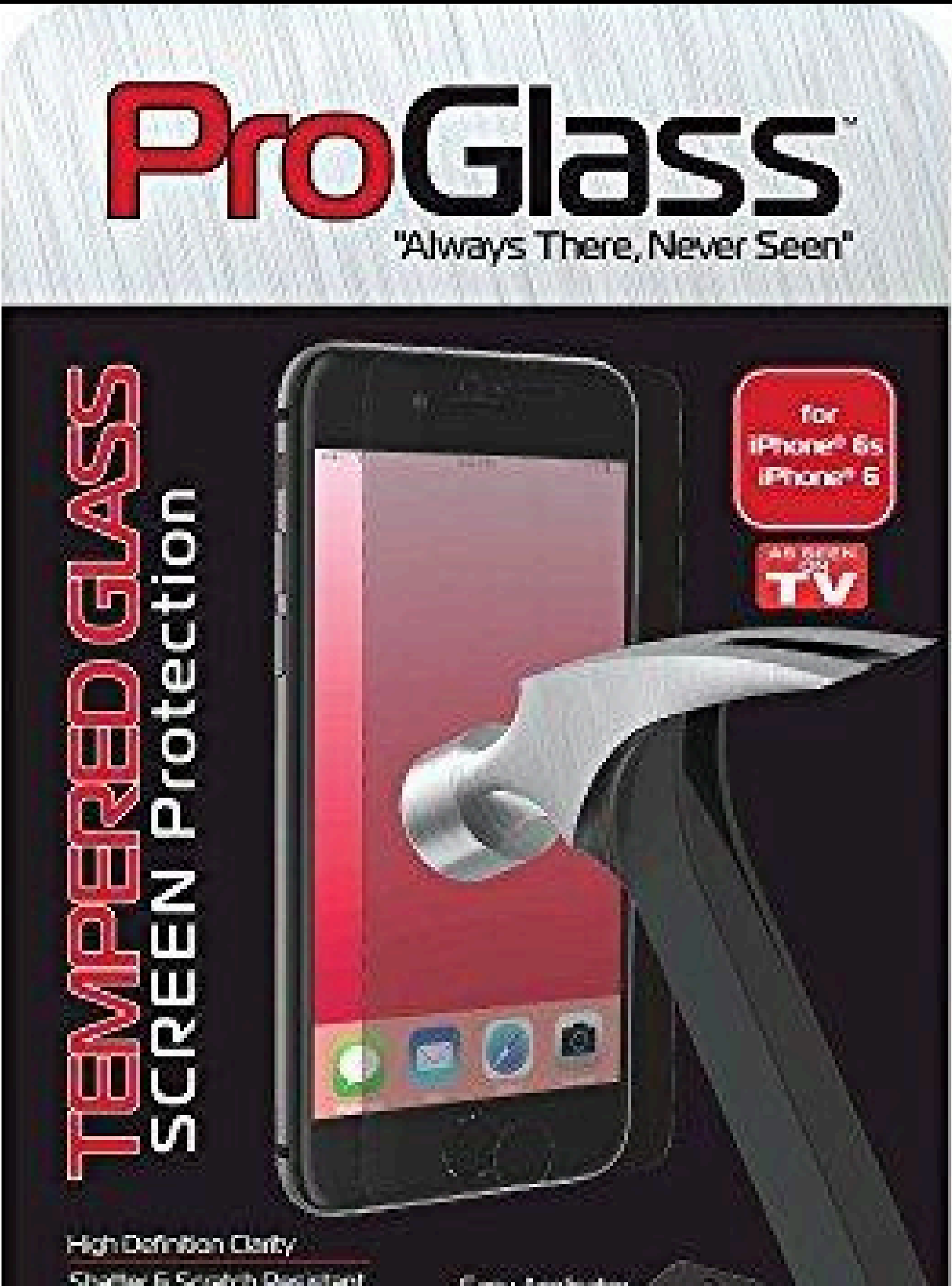
details

shipping & returns

- Crew neckline
- Back zipper closure
- Cap sleeves
- Princess seams at bodice
- Double-zip detail at yoke
- A-line silhouette

TAGLINE & PACKAGING

Conceived the tagline “Always there, never seen” for ProGlass Screen Protectors. I wanted to stress the invisibility of the bubble-free, sleek design, while reinforcing the constant protection.



Created and co-produced this simple instructional video for ProGlass


DIGITAL INSTRUCTIONAL VIDEO

nuckees™

Not only was I there for the inception of Nuckees, I helped develop the voice of the brand and co-designed the package art. I led the creative and copy of this digital promo video, where we talk about all the benefits of Nuckees alongside some simple yet effective visuals.

DIGITAL VIDEO AD
CLICK TO PLAY



 nuckees • Follow

nuckees What's better than being a genius? Being a genius with a quantifiable grip on style. Create your own equation with new Back To School nuckees. Visit nuckees.com and shop all collections. #nuckees #BTS #phonegrip #snughug #magnetic #likemynuckee #luckynuckee



 nuckees • Follow

nuckees Suit up your mobile style. Sleek designs for your phone and a custom fit for your hands. #phonegrip #snughug #luckynuckee #likemynuckee #nuckees



FAQ PAGE
CLICK HERE

tzumi®

PRODUCT NAMING, TAGLINES & PACKAGING

Originated the name SoundMates,
as well as the tagline “Listen Without Limits.”
Assisted with Art Direction of the packaging as well.



A black, circular robotic vacuum cleaner is shown on a light-colored wooden floor. It has a sleek, modern design with a small blue light on top. Concentric blue circles emanate from the vacuum, suggesting its navigation path.

Navigate the path
to clean with precision

Starting at \$199.99

SmartClean
robo vac **V2**

SHOP NOW

A white cat is lying on its side on a light-colored wooden floor, looking up at a small, black, circular robotic vacuum cleaner. The vacuum has a blue light on top and a small blue logo.

The first UV clean
of its kind

Starting at \$199.99

UltraClean UV

SmartClean V2

Refine and elevate your vacuuming experience with SmartClean V2. Back and better with gyroscopic self-navigating technology, it does the dirty work with precision, while integrated, anti-collision and cliff sensors keep it on track and you worry free. WiFi-enabled, it seamlessly syncs and operates via Alexa or Google Assistant.

After a full charge, SmartClean V2 can clean for up to 150 minutes, covering extensive large areas with little to no interruption. When time is of the essence, this vacuum delivers.

A top-down view of the SmartClean V2 robotic vacuum cleaner. It is a black, circular device with a textured top surface and a small blue light in the center.

UV and Smart Optics
push clean to the max

Starting at \$199.99

Optimax UV

A close-up, top-down view of the Optimax UV robotic vacuum cleaner. It is a black, circular device with a textured top surface and a small blue light in the center. The vacuum is positioned on a light-colored wooden floor.

ionvacTM

DIGITAL BRANDING

Creative lead for brand voice across the web.
Named several vacuum models, including these.

Home / Podcasting / Ring Lights / Halo Glow

Halo Glow

8" LED Ring Light w/ Phone Mount

SKU: 7332SC UPC: 841351173322

★★★★★ 5.0 (1) [Write a review](#)

Create a selfie-ready setting in seconds with Halo Glow by On Air. This compact LED light is USB powered and provides 10 brightness modes and 3 hues to deliver a flawless glow in any environment. The inline remote lets you customize with ease while the built-in phone mount holds your device securely for the perfect shot. Ideal for desktop use, Halo Glow can adjust to the angles you want, making it great for capturing your next live stream, podcast, video chat, and more.



- USB-powered 8" LED ring light
- In-line remote: 10 brightness levels/3 hues
- Adjustable light positioning
- Universal smartphone mount
- Extendable height up to 15"

\$79.00

-

1

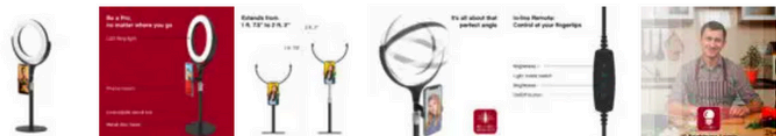
+



ADD TO CART



🔍 Hover to Zoom



Home / Podcasting / Audio Equipment / Reverb Pro

Reverb Pro

Condenser Microphone, Shock Mount & Stand

SKU: 7253SC UPC: 841351172530

★★★★★ 4.5 (178) [Write a review](#)

The Reverb Pro by ON AIR sets you up for success whether you're a veteran or just getting started in podcasting, vocal/instrument recording, live streaming, and more. The plug and play condenser microphone captures your audio in exceptional quality and is compatible with Mac and PC computers for ultimate versatility. Accidental bumps and vibrations are minimized with the stabilizing shock mount, while the adjustable desktop stand makes for easy portability and quick setup. The pop filter helps minimize unwanted noise, hissing, and more for the best recording possible.



- Plug and play microphone with USB and 3.5mm inputs
- Adjustable desktop stand
- Stabilizing shock mount
- Mac and PC compatible
- Pop filter included

\$100.00

-

1

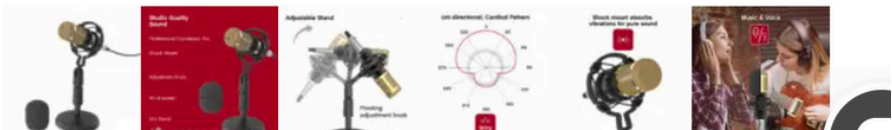
+



ADD TO CART



🔍 Hover to Zoom



CLICK TO PLAY



MAGIC

This process definitely felt just like the title. During 2020, I decided to – or rather my mind made me – create something I'd always wanted. A music project I could share with the world.

“Magic” is something that was birthed from that, and holds a dear place on my debut EP, 321. It's my most popular streamed song to date and the accompanying music video has now reached over 100k views on YouTube.

I wrote and performed the song, concepted and co-directed the video, as well as edited the final cut.

... MY ORIGINAL MOOD BOARD ...



THANK YOU

CONTACT: BONESWROTEIT@GMAIL.COM

WWW.BONESWROTEIT.COM