

BRAXTON MASTRE

Creative Director | Brand Strategist

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PROFESSIONAL PROFILE

Creative Director and Brand Strategist who brings structure to creativity without removing what makes it human. Leads brand strategy, identity development, advertising, and narrative-driven production for agencies and startups, translating complex ideas into work people understand, believe in, and act on.

PROFESSIONAL EXPERIENCE

Assistant Director, Film & Design

EGG! | Chicago, IL

May 2025–Present

- Lead creative strategy and production across brand identities, advertising campaigns, visual systems, films, and narrative-driven client initiatives.
- Partner directly with the Creative Director to translate business challenges into brand concepts, creative direction, and integrated deliverables.
- Streamlined client intake, project timelines, and deliverable workflows, significantly improving production efficiency and team clarity.
- Currently producing an unscripted feature documentary centered on the rediscovery of an artist's work, serving as Producer, Digital Image Technician, and Assistant Director.

Founder & Creative Director

Mastre Productions LLC | Chicago, IL

Jun 2023–Feb 2026

- Founded and led an independent creative studio specializing in brand development, advertising strategy, and investor-focused storytelling.
- Developed brand identities, messaging systems, campaigns, and investor materials for emerging B2B companies.
- Produced an investor-focused website and sizzle reel for Birds Eye Robotics, which later secured **\$750,000 in final-round seed investment**.
- Redesigned investor-facing presentations and corporate collateral for PPM America, and edited 15 **TEDx Talks** across audio, pacing, and branded graphics.
- Designed and published cinematic podcast artwork for bestselling author Anthony Iannarino.

Associate Creative Director — City Church Chicago

City Church Chicago | Chicago, IL

Nov 2024 – Nov 2025

- Co-led design, video, and production teams to develop a cohesive visual identity across digital and physical environments.
- Designed comprehensive brand guidelines, internal brand systems, event campaigns, signage, and marketing collateral.
- Implemented structured creative workflow systems that improved team coordination and project throughput by 300%.

Marketing & Digital Media

Columbia College Chicago | Chicago, IL

Aug 2024 – May 2025

- Developed campaigns and creative assets for Manifest, Wicked Week, and Winterfest, three major campus events reaching thousands of attendees.
- Collaborated with creative leadership to align messaging and visual execution with event themes and institutional standards.
- Produced interview-led and editorial video content supporting promotion, storytelling, and audience engagement.

SELECTED AWARDS & RECOGNITION

Rivian & SXSW R2 Student Competition — First Place <i>Adventure with the R2</i>	2025
Columbia College Chicago Advertising Student Competition — First Place Krispy Kreme <i>After Hours</i>	2025
JIC / SlovakPro Entry Strategy Competition — First Place Internationally South Moravian Innovation Centre <i>EuroGenius</i>	2024
National Retail Federation University Challenge — Top 10 Nationally Carter's Inc. <i>Carter's at Aldi</i>	2024
American Advertising Federation University Competition — Fourth Place Regionally Procter & Gamble Tide <i>Solve the Case with Tide on Cold</i>	2024

SPEAKING & PRESENTATIONS

TEDx Columbia College Chicago Speaker Chicago, IL	May 2025
• Presented <i>Unwoven: Storytelling Through a Dyslexic Vision</i> to 200+ attendees , exploring how dyslexia shaped a nonlinear approach to creativity, learning, and storytelling.	
Czech Independence Day Film Screening — Master of Ceremonies Chicago, IL	Oct 2024
• Hosted a cultural film screening celebrating Czech Independence Day.	
Czech Independence Day — Guest Speaker Direhaus Chicago, IL	Oct 2025
• Spoke about experiences living and studying in the Czech Republic and influence of Czech culture.	

EDUCATION

Columbia College Chicago Bachelor of Arts in Marketing Concentration in Advertising and Public Relations GPA: 3.99 Summa Cum Laude Honors: Dean's List, every semester • Columbia Scholar Award • Faculty Recognition Award • NRF Award of Excellence, Best Brand Affinity category.	May 2026
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CREATIVE & TECHNICAL TOOLS

Adobe Creative Suite • Affinity Suite • DaVinci Resolve • Figma • Milanote • ActiveCollab • Microsoft Office • Slack • ChatGPT