# Context

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# Ikxenna




is a digital creator who utilizes his skill in media production, creative direction, social media construction, styling and musicality to convey a unique perspective on media curation.

# Services

## Still Imagery

SKILLS

- Photography
- Graphic Design
- Styling

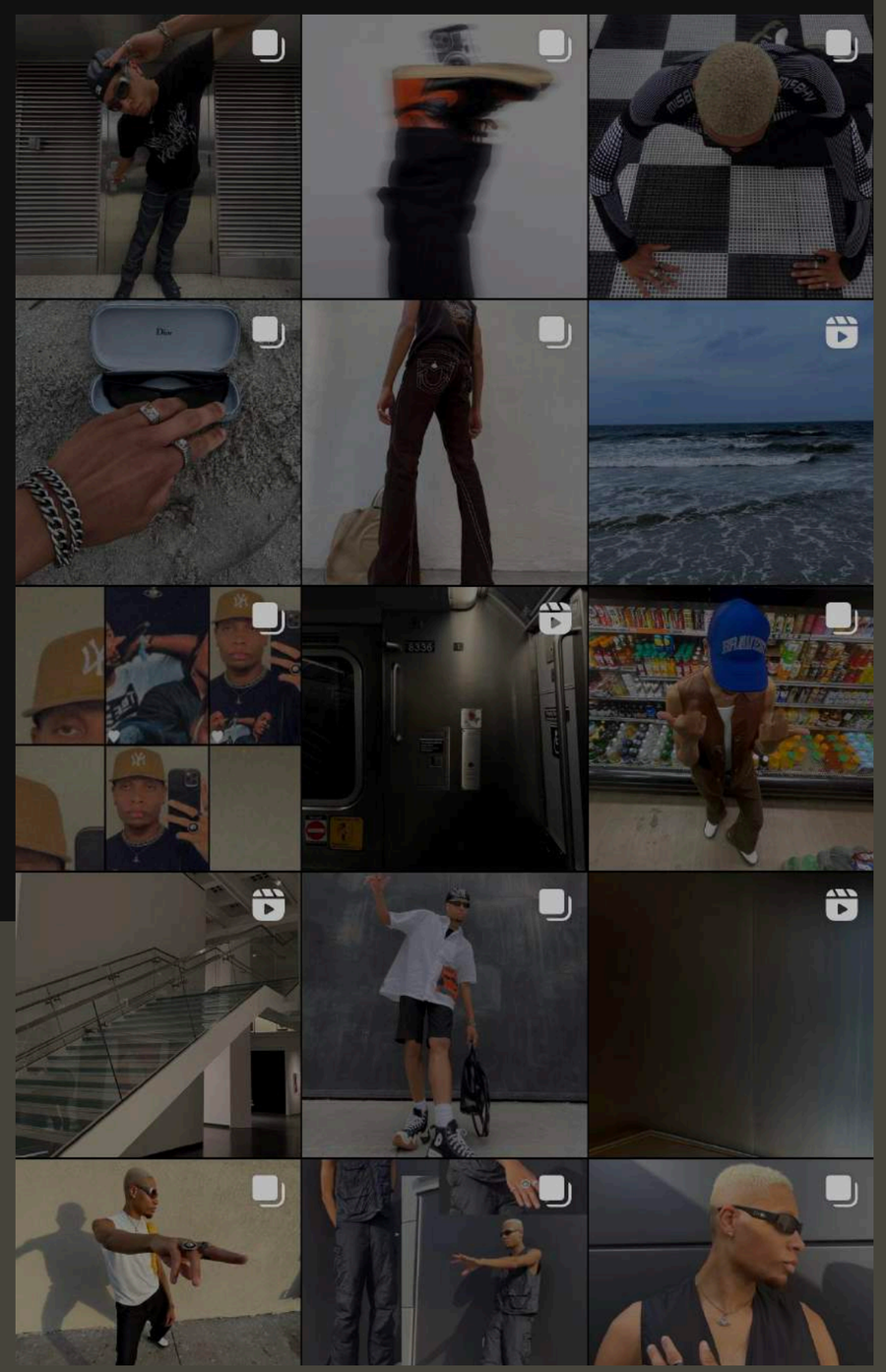
## Motion Imagery

SKILLS

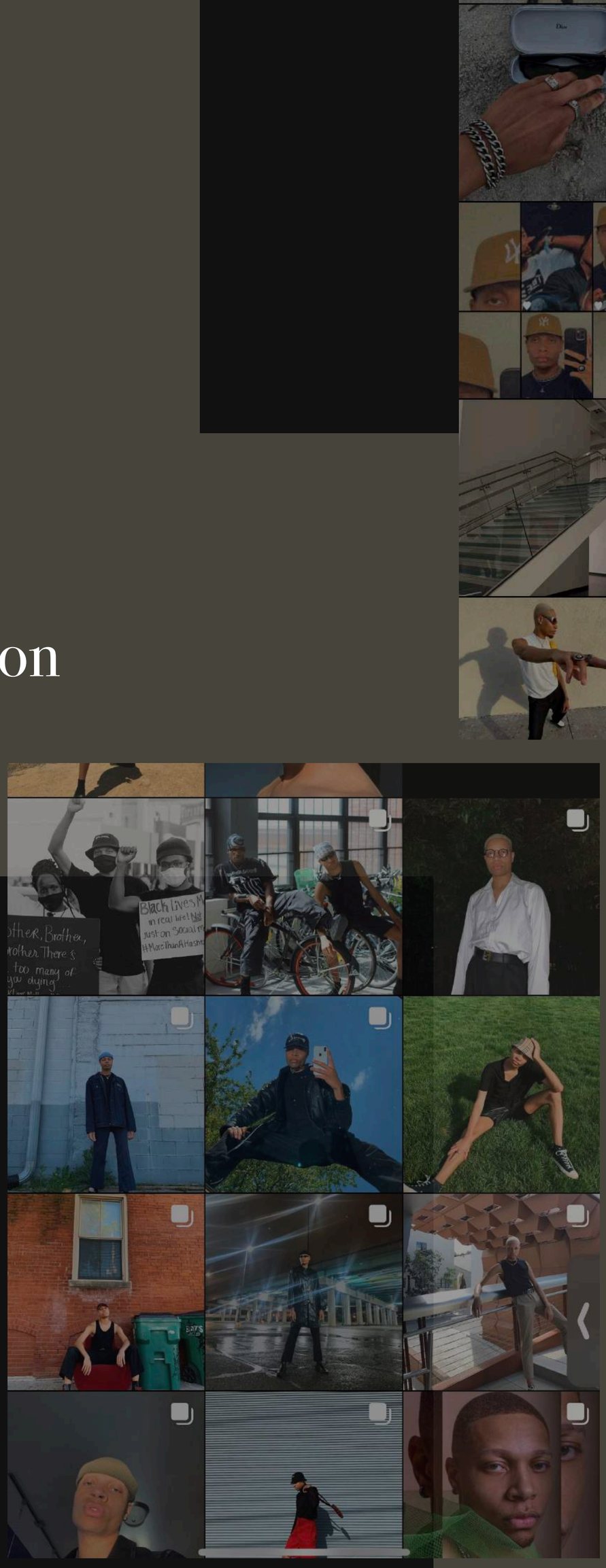
- Videography
- Graphic Design
- Creative Direction

# Aesthetic Evolution

## New Insta Feed



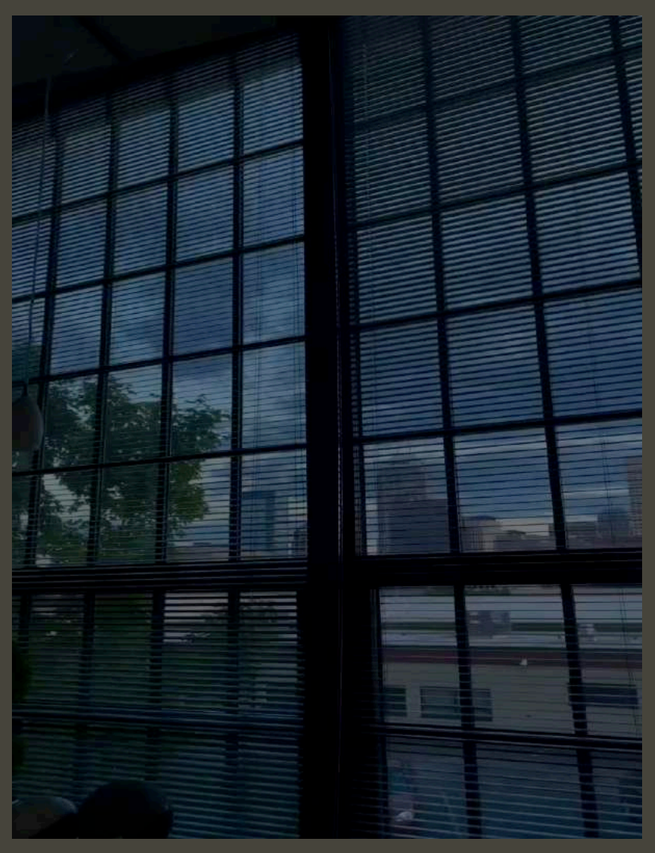
## Old Insta Feed



# Recent Work

Cinematic short videos and blurred still imagery have became my first love. I love to showcase my conceptual vision and musicality through these types of media. Minimalism at the fronts!

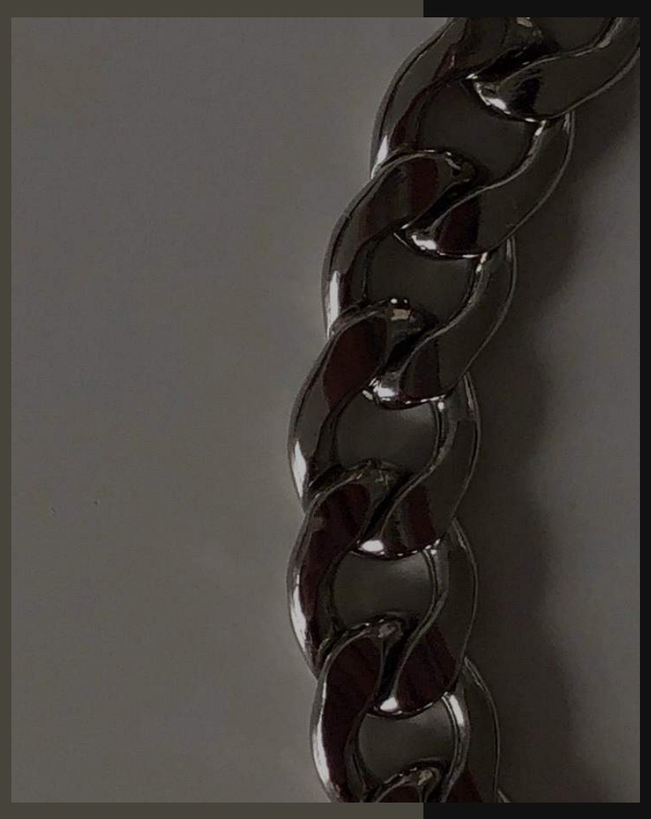
Brand Identity



Conceptual Short Films

# Target Group

I aspire to have my social media platforms seen as mood-boards rather than influencing accounts. I want my audience to be able to learn something from each post. I want my content to be utilized as inspiration for others to create.



## Ideal Audience

- Fashion Gurus
- Skin Care Gurus
- Digital Creators
- Aspiring Influencers

## Ideal Communities

- People of Color
- LGBTQIA+
- Everyday people

@pixasquare


@graphicgum

# Desired Partnerships

Authentic. Sustainable. Craftsmanship.

As a bi man, I aspire to work with brands who accept me as such and fellow peers. Who believes creative expression is 100% fluid. Caters to true craftsmanship of creative content creation.

# Social Media Platforms

Date 08.02.2021

| | |
|---|---|
| 2.7k | 3.5k |
| Instagram | Tiktok |
| 1.1k | 1.3k |
| Twitter | Facebook |

Instagram

Date 08.02.2020

# Engagement Stats

185k

Impressions

40k

Page Viewers

10.76%

Engagement Rate

261

Likes per Post

69

Comments per Post

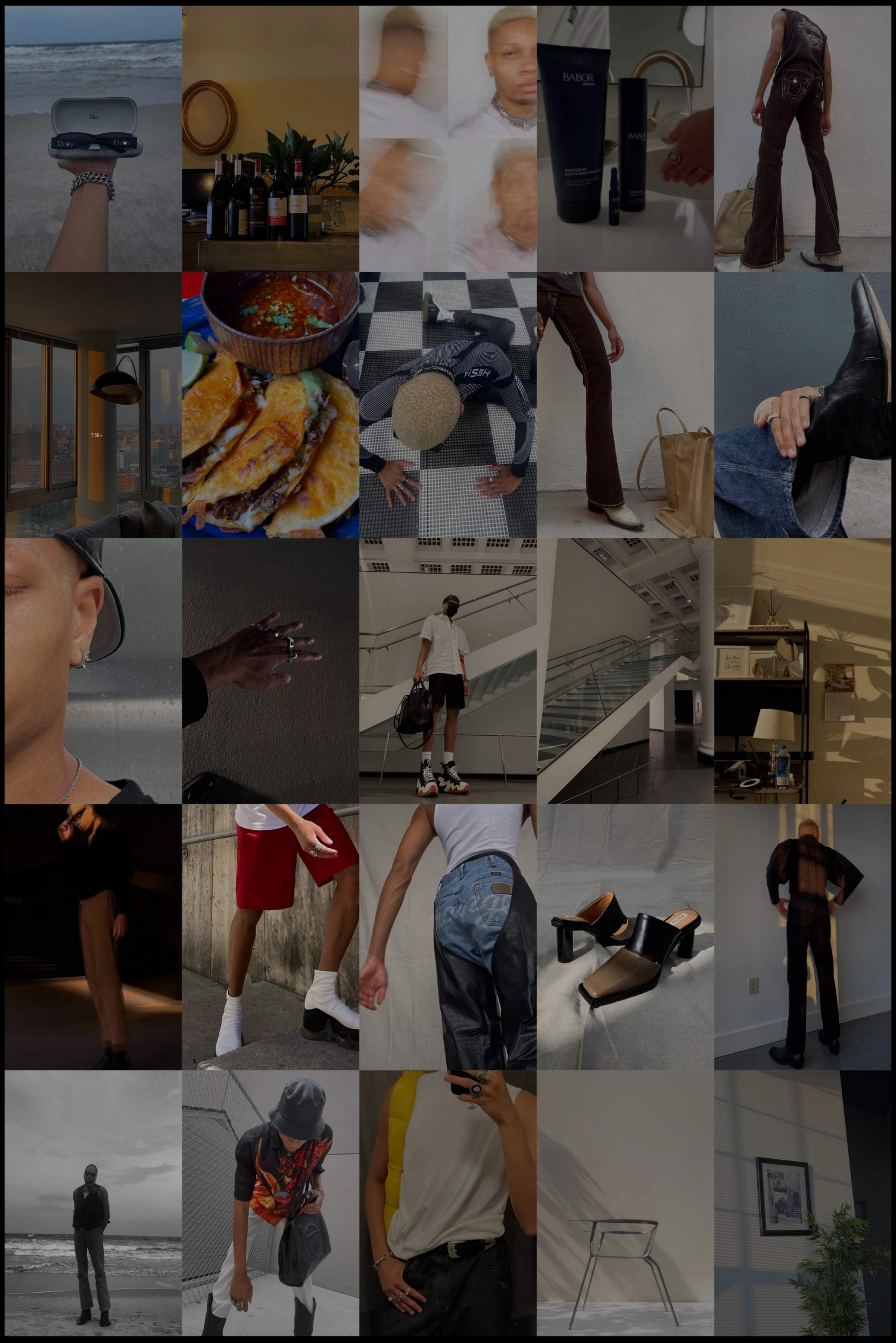
As a micro influencer, I have intentions of keeping my page very genuine. Number of likes, comments, and followers have never validated my creative capability and confidence.

I am in love with my following as everyone supports me unapologetically which is reflected in my engagement stats.

*What does collaboration mean to me?*

# Collaboration

I see collaboration as an exchange of creative ideas rather than a transaction. I get so much joy out of creating for brands and helping their desired imagery come to life. I see both parties working together to build each other up.


Dior
BABOR
MEN
ENERGIZING
HAIR & BODY SHAMPOO
7:56
VISBH
do the
thing

# Portfolio

# Why Ikxenna?

- Understanding of Creative Content
- Longevity
- Brand Authenticity

# Contact

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IKXENNA