



[WEBSITE ASSETS](#)

BUMPERS:

<https://vimeo.com/82566845?fl=ip&fe=ec>

<https://vimeo.com/82566416?fl=ip&fe=ec>

OUR WORK:

Commercial

[Vaulted: KING TUT](#)

[Charity Water Sleep For Water](#)

[Charity Water: Splash Pad](#)

Branded

[The Korean Farmer](#)

[Brand X Music](#)

[Oakley: Airbrake MX Goggles Launch](#)

[Oakley: Airbrake Launch BTS](#)

[RIOT GAMES: Speed Drawing](#)

[RIOT GAMES: Day In The Life](#)

Documentary

[The Walk On](#)

[RIOT GAMES Thunderdome](#)

[I AM SECOND](#)

[CINESAMPLES: Tina Guo](#)

[JEREMY COWART: Marielle Jaffe](#)

JAMD Editorial with DACE AND MOHR.

[PALS Bar B Dog](#)

[TENNESSEE TITANS: Putting in the Work](#)

Hi Rabiul,

Thank you for taking on the JAMD Productions website redesign. Here is the complete master brief with everything you need.

Please base the entire site on the attached [JAMD Brand Style Guide](#) (colors, fonts, logo rules, imagery style, and tone of voice).

Project Goal

Create a clean, cinematic, premium 5-page website using the cloned Cinemaflow template. The site should feel immersive and story-driven while remaining fast-loading, mobile-friendly, and easy for us to update quarterly.

Exact 5 Pages (hide or delete all other pages in the template):

- 1. Home**
- 2. Work (Portfolio)**
- 3. Services**
- 4. About**
- 5. Contact (or rename to “Let’s Create” if it feels better)**

Navigation

Home | Work | Services | About | Contact + prominent “Let’s Create” CTA button

SERVICES PAGE – Full Plug-and-Play Copy

Hero

Our Services

Your collaborative one-stop production + post partner - breathing life into brands' stories through commercial spots, corporate videos, and docu-films.

We simplify the entire process from concept to final delivery so you can focus on connecting with your audience and driving real results.

Brand Story Films

We craft authentic brand story films that introduce who you are, what you stand for, and why you matter. From scripting to polished post-production, we handle every step so your story connects emotionally and leaves a lasting impression.

Testimonials

Powerful video testimonials with beautiful b-roll that let your satisfied clients tell their own stories - building trust and credibility fast.

Service Explainer Videos

Clear, engaging videos that break down your products, services, or processes so your audience instantly understands the value - turning confusion into confident customers.

Commercials

High-impact commercials (15–30 seconds or longer) that capture attention, tell your story, and drive action. Fully written, shot, and edited by our team to create emotional connections that move people to buy or follow.

Social Content

We create strategic social content that doesn't just build awareness - it generates real leads. From concept and scripting through filming, editing, and scheduled posting, we deliver scroll-stopping Reels and short-form videos optimized for Instagram, TikTok, LinkedIn, and more. The result? More qualified leads turning into actual customers for your business.

Clients We've Partnered With
[CLICK HERE](#)

Closing CTA

*Ready to bring your story to life and start generating leads?
Let's Create Something Impactful Together
[Button → Contact page]*

ABOUT PAGE – Full Plug-and-Play Copy

Hero

About JAMD Productions

Your story, our expertise.

Based in Franklin, Tennessee (just outside Nashville), we're a collaborative one-stop production + post partner dedicated to breathing life into brands' stories.

Our Story

Founded in 2012 by Marshall Lee, JAMD Productions was born from a deep passion for authentic storytelling and high-quality video that actually moves people. What started as a solo venture has grown into a trusted partner for brands and agencies that want premium results without the hassle of multiple vendors.

We handle everything, concept, scripting, shooting, and polished post-production ... so you can focus on what you do best: connecting with your audience and driving real impact.

Meet the Team

Marshall Lee – Founder & Director

Marshall Lee was born in Edmonton, Alberta to a Canadian Mountie and a nurse. A former NCAA hockey captain at Norwich University - the oldest private military college in the United States - he learned early on the value of discipline, teamwork, and resilience.

*His filmmaking journey began with the award-winning documentary *Road Back to the Frozen Four*. That success led to his first big break at Sony Pictures in Los Angeles, where he worked as a special projects editor, mastering post-production for indie films and documentaries. He made his narrative feature editorial debut with *The Rainbow Tribe* (starring David James Elliott and Grayson Russell), a top-rated family film on Netflix.*

*Over the last decade, Marshall has directed and edited Emmy-award-winning commercials and award-winning sports documentaries, including *ONE NIGHT: Joshua vs. Ruiz*, starring and executive-produced by Sylvester Stallone.*

Today, he brings that same big-league expertise and competitive drive to JAMD Productions, while keeping every project collaborative, approachable, and deeply human.

Jen Lee – Producer

*Jen brings a rich background in entertainment and marketing that strengthens every project we take on. After working in the Nashville music industry as a publicist for DC Talk and CeCe Winans, she moved to Los Angeles where she worked at NBC on hit shows including Frasier, Friends, and Scrubs. She later joined Walden Media, handling grassroots marketing and promotions for major films such as *The Chronicles of Narnia: The Lion, the Witch and the Wardrobe*, *Amazing Grace*, and *Charlotte's Web*.*

Today, Jen juggles family life as a dedicated stay-at-home mom while producing directly for JAMD Productions. Her experience across music, television, and film gives her a unique ability to understand audience

connection and storytelling at the highest level. With a warm, organized, and detail-oriented approach, Jen ensures every shoot runs smoothly and every client feels truly supported from pre-production through final delivery.

What Our Clients Say (Video Testimonials)

[Video Testimonial Placeholder 1]

[Embed short video clip]

“Working with Marshall and the team at JAMD was an absolute game-changer. They took our vision and brought it to life with creativity, professionalism, and attention to detail we hadn’t experienced before. The final video exceeded every expectation.”

- Alex Goulart - FIRE KITE

[Video Testimonial Placeholder 2]

[Embed short video clip]

“JAMD made the entire process effortless from start to finish. They handled every detail with care, delivered on time, and created a video that truly captured our brand. They’re not just a vendor - they’re a true partner.”

- Mike Menard - Author of The Kite That Couldn’t Fly

Our Approach

At JAMD, it always starts with you. We listen deeply, collaborate closely, and deliver premium production + post under one roof. No markups, no headaches ...just impactful video that helps your brand stand out and actual leads for your business.

CTA

Ready to tell your story?

Let’s Create Something Impactful Together

[Button → Contact page]

Additional Notes for All Pages

- *Follow the JAMD Brand Style Guide exactly for colors, typography, logo placement, and overall tone.*
- *Use large video backgrounds and autoplay muted reels where appropriate.*
- *Optimize all videos for fast mobile loading.*
- *Set up CMS collections for the Work portfolio so we can easily add new projects and update quarterly.*
- *Include the client logo grid (“Clients We’ve Partnered With”) on both Services and About pages.*
- *Target launch date: June 1, 2026*

Assets (I will send today in one shared folder):

- *JAMD Brand Style Guide (attached)*
- *Logo files (SVG + PNG, light & dark versions)*
- *Team headshots for Marshall and Jen*
- *Project videos and stills for hero and Work sections*
- *Client logos (high-res)*
- *Any additional graphics from the brand guide*

Please start with the Home hero + navigation and the Services page so I can review the overall brand feel early. Let me know if you need anything else or have questions.

Looking forward to seeing the first draft!