



Luke Bruehlman, MBA

Product Marketing | Business Development | Creative Direction

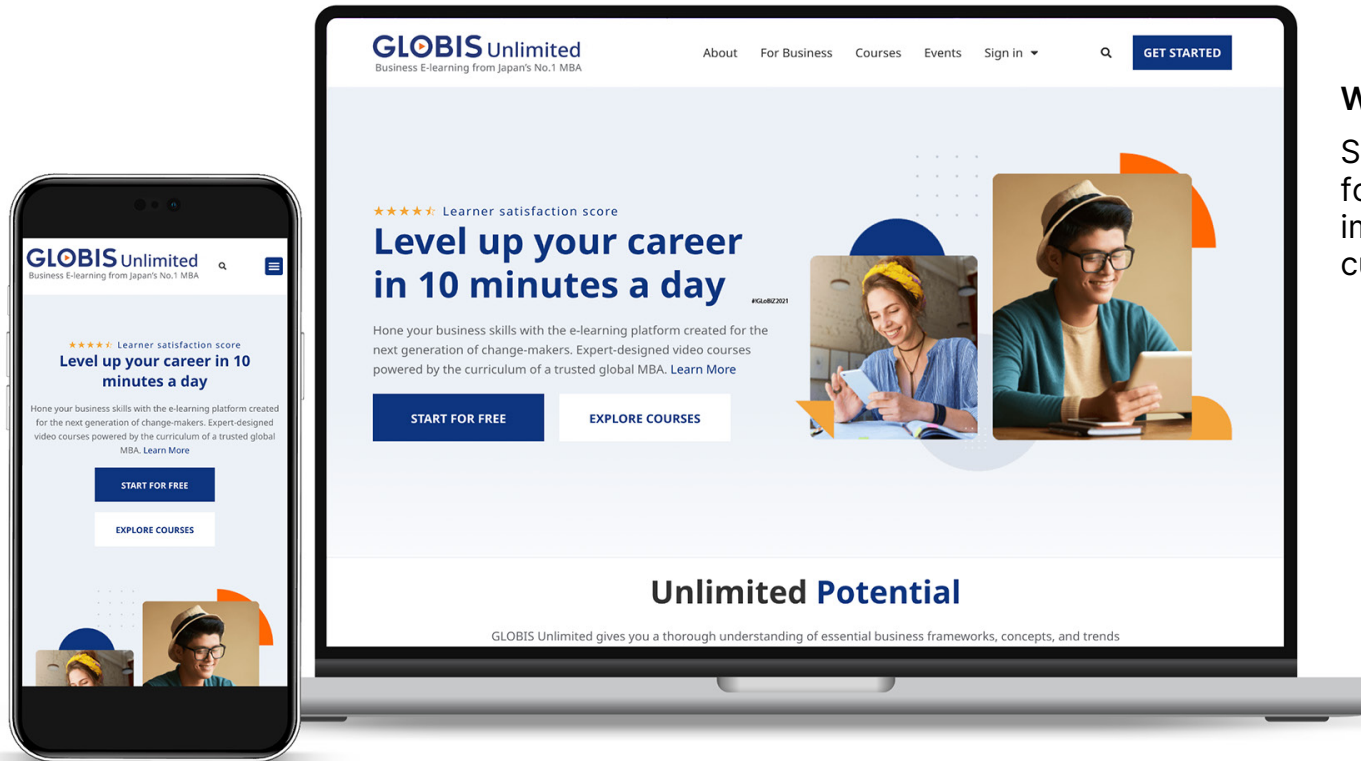
Creative Portfolio

Storytelling is at the heart of my work in marketing.

Whether creating media myself, or leading a team of creatives, my goal is to design for clarity, impact, and emotional resonance.

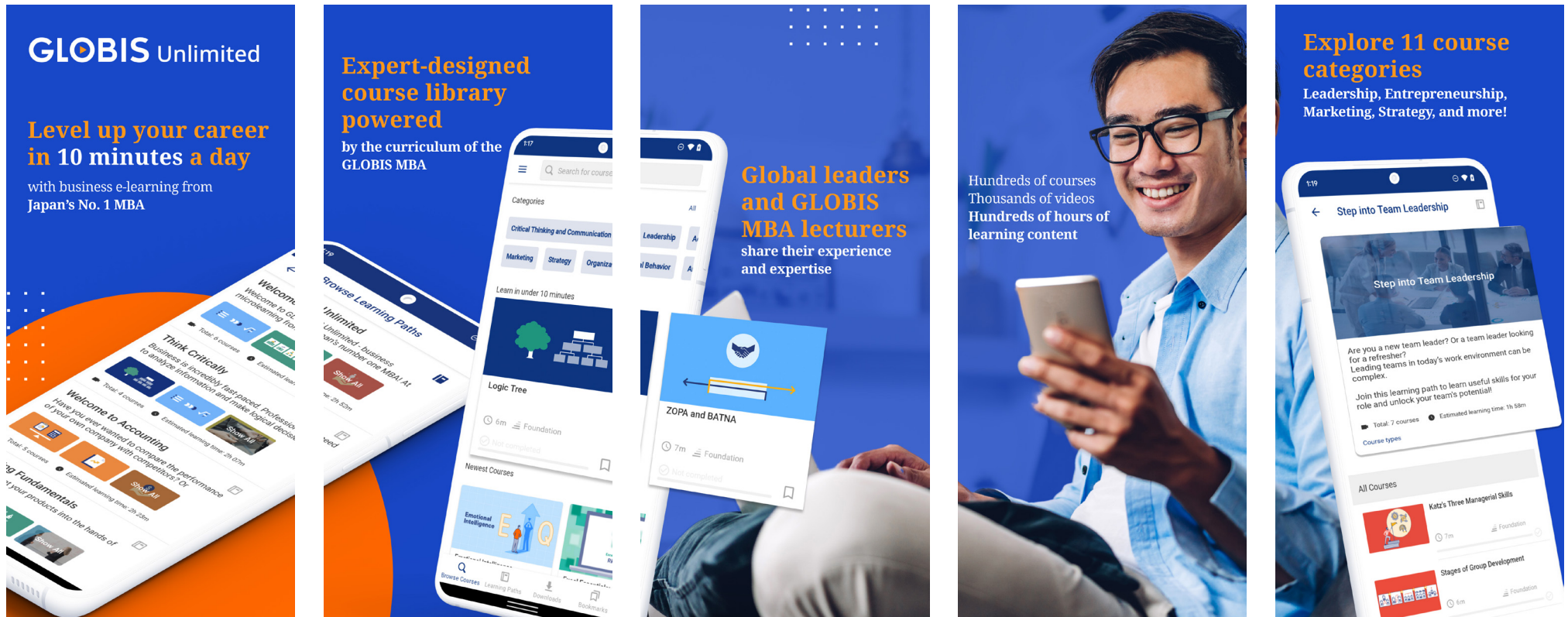
Here are some recent projects of which I'm particularly proud.

- 02 GLOBIS Corp. | e-learning, corporate training
- 07 Q Stay, Q Cafe | hospitality, food service
- 10 Monaloh Media | creative content production



Website design renewal

Site-wide design and UX overhaul for business e-learning platform to improve information hierarchy and customer journey



iOS & Android App Store pages

Dynamic and swipe-able image carousel showcasing the features and interface of the GLOBIS Unlimited mobile e-learning app

Designer: Michelle Basco

E-learning service overview video

Short video introducing new users to GLOBIS and the GLOBIS Unlimited e-learning platform

Video link:

<https://youtu.be/WcHay44Hgg8>

Editor: Michelle Basco



E-learning course promo videos

Quickly replicable and adaptable template of online course promotional videos for use on the service website and in video advertisements

Video link:

<https://youtu.be/hCQYiS8pqjQ>

Editor: Zuher Mousa



Course video thumbnails

Design framework to spotlight videos by type and category, for use on-platform as well as in external marketing

Designers: Zuher Mousa, Michelle Basco



Trade show and expo media

Booth layouts and backdrops, standing banners, brochures, and promotional goods for frequent HR trade show attendance (TechHR, ATD, CHRO)

Designer: Michelle Basco





Grand Opening announcement video

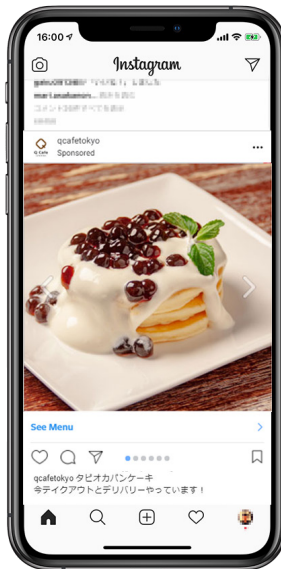
Promotion video highlighting the development of Q Stay hostel and the cultural vibrancy of its Ueno neighborhood in Tokyo

Video link:
<https://youtu.be/XNJA6L3Ssik>

Event promotional creative

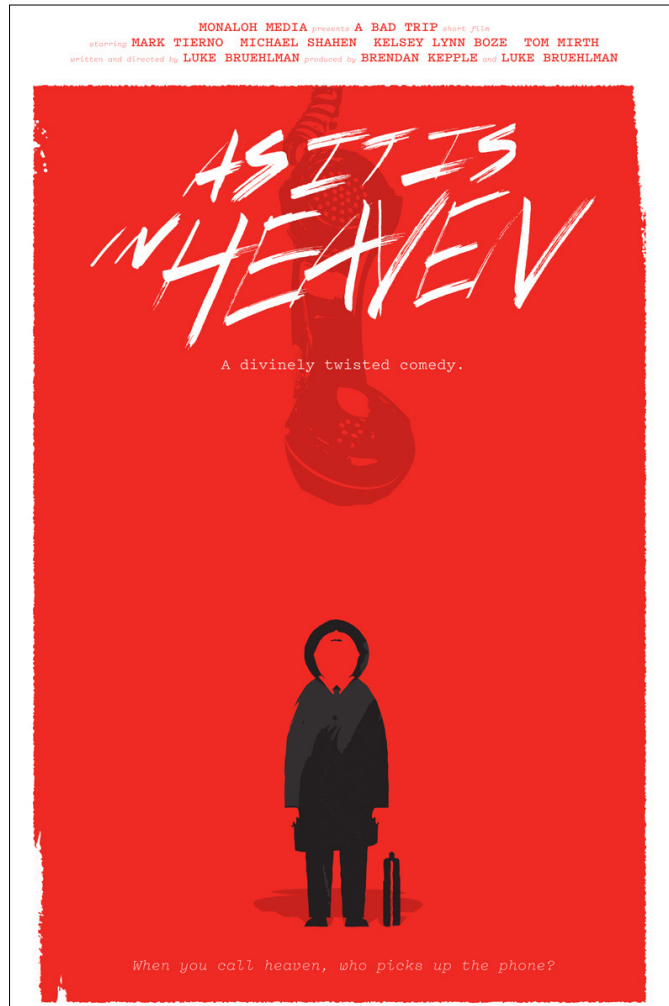
Images for use on social media, Meetup.com listings, and display advertising for themed events hosted by multinational cafe staff





Product photography

Close-up images of cafe food and beverage menu items to feature on website, social media, and display ads



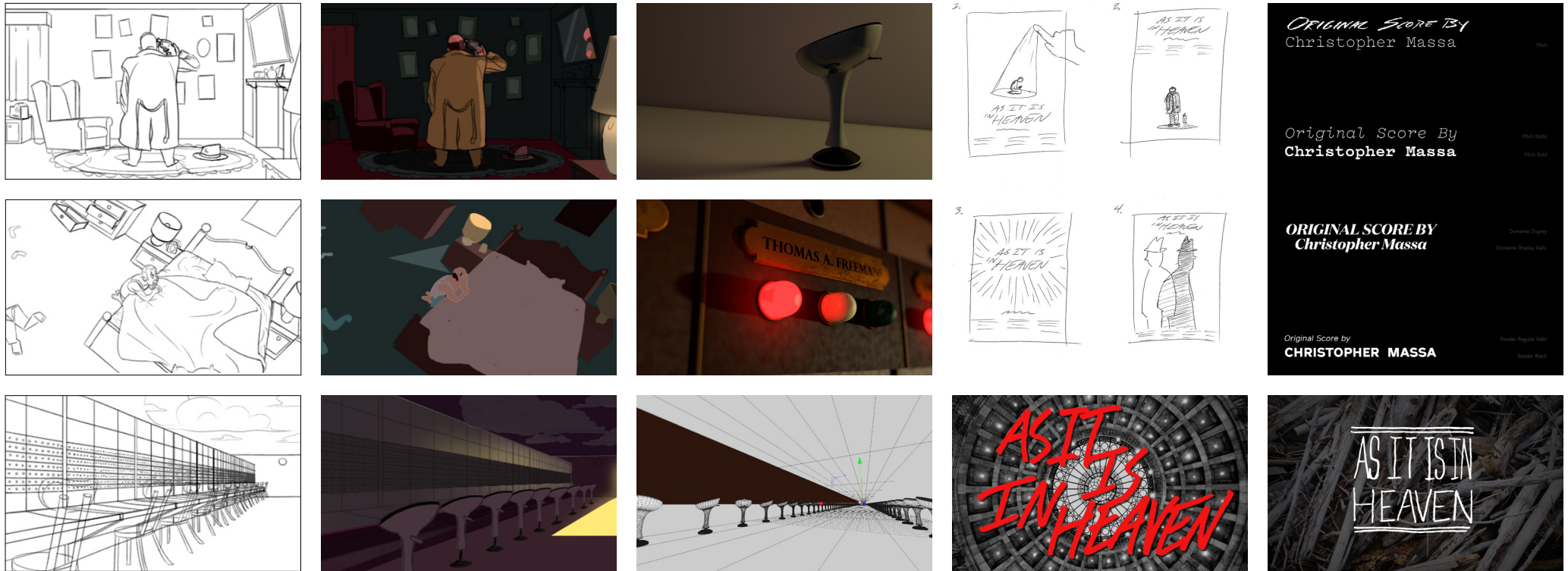
Short film production

"As It Is in Heaven: A Divinely Twisted Comedy", self-produced short film awarded at 14 international film festivals

Poster design: Nathaniel Thomas

Video link:

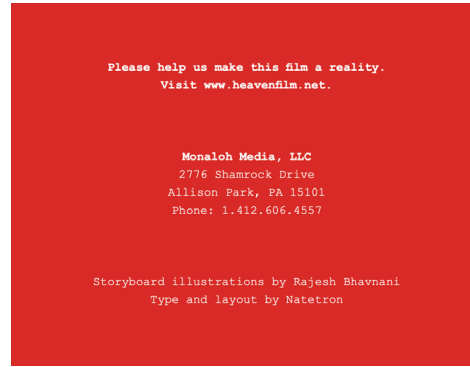
https://youtu.be/wyJ_ghAZtSM



Short film pre-visualization

Collaboration with illustrator and graphic designer to establish production design tone, color grading, and to visualize special effects sequences

Illustrations: Rajesh Bhavnani
Title designs: Nathaniel Thomas



If you find your curiosity piqued, we encourage you to read further. Simply put, independent film cannot exist without people like you, who are willing to ensure that the arts remain a vibrant and important piece of our community.

Once again, we offer our heartfelt appreciation for your consideration in joining us as a patron of our short film, and look forward to seeing you at the premiere!

Sincerely,

Luke Bruehlman
Luke Bruehlman
Writer, Director

Brendan Kepple
Brendan Kepple
Producer

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Dear Friends,

On behalf of Monaloh Media, LLC, we are proud to present our new short film, As It Is In Heaven. We would like to thank you for taking the time to review this prospectus, and for considering sponsorship in our production.

As It Is In Heaven is a dark comedy with a divine twist. After a failed suicide attempt, an aging businessman named Tom is granted a chance one-on-one with the almighty, and finds himself audience to some less than orthodox advice. Examinations into morality, infidelity, suicide and revenge slowly unravel a deeper mystery: when we call heaven, who picks up the phone?

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Production: As It Is In Heaven
Location: Pittsburgh, PA
Length: 12 minutes

Cast.....	\$3000.00
Set Ops.....	\$1000.00
Location.....	\$2000.00
Equipment.....	\$15000.00
Prod. Design.....	\$3000.00
Crew.....	\$7000.00
Transportation.....	\$1000.00
Production Total.....	\$32000.00
Editing.....	\$500.00
Special Effects.....	\$1000.00
Sound.....	\$1500.00
Post Production Total.....	\$3000.00
Insurance.....	\$1000.00
Contingency.....	\$4000.00
Overhead Total.....	\$5000.00
GRAND TOTAL: \$40000.00	

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Fundraising Prospectus

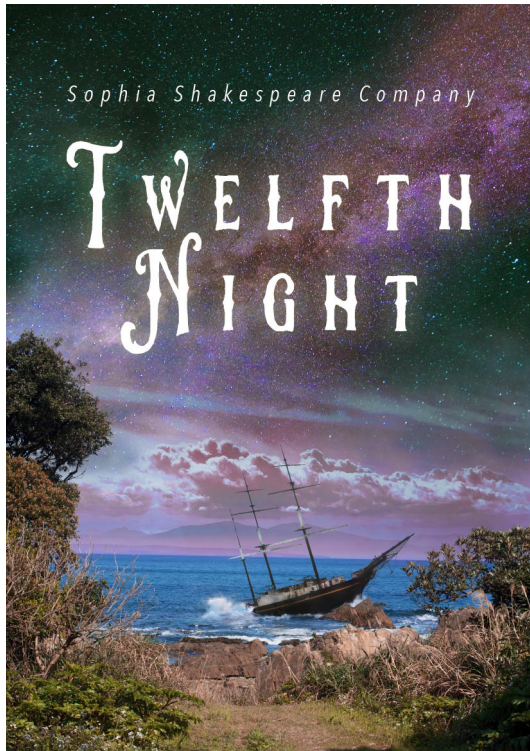
24-page overview of short film production plan sent to potential investors (print and digital pamphlet)

Layout: Nathaniel Thomas



Blu-ray and DVD

Jewel case and media disc designs for physical sale and distribution of short film



Promotional photography and design

Various multimedia creations for local non-profit organizations, theatre groups, TV & film productions, and just for fun

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