



JOSEPH "JOEY" BEARBOWER

CREATIVE DIRECTOR · GROWTH OPERATOR · WEB3 NATIVE

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Remote · Available immediately · josephbearbower.sol (coming soon)

I MAKE BRANDS UNIGNORABLE.

Creative director and growth operator who builds brands people actually remember — then runs the paid media, content, and community systems that make them grow. Ten-plus years across design, advertising, and the Solana ecosystem, with results that are measurable, not theoretical. I move fast, own outcomes end to end, and hand teams work they don't have to fix.

\$1M

Market cap built
zero outside funding

MILLIONS

DAO treasury managed
as multisig signer

BEST IN STATE

Nationally recognized
dealership campaigns

MILLIONS

Reached by artwork
licensed at retail

EXPERIENCE

Founder & Creative Director

2023 — PRESENT

Self-Funded Token Project — Solana

Conceived, designed, and launched a token from concept to a \$1M market cap with zero outside capital. Owned brand identity, tokenomics, launch execution, and dashboards; grew the community to 2,000+ DexScreener rocket hits organically.

Super Representative & Treasury Signer

2022 — 2024

Web3 Gaming DAO — Solana

Elected Super Representative and treasury multisig signer, co-managing a multimillion-dollar token treasury. Approved proposals, allocated funds, drove governance participation, and represented the DAO in ecosystem partnerships.

Growth & Creative Lead

2021 — 2023

Automotive Dealership Group

Directed \$20,000/month in paid media across Meta, TikTok, and Google Ads with fully in-house creative and short-form video. Campaign performance helped the company win Best Dealership in the State, along with national recognition.

Independent Creative & Content Creator

2019 — PRESENT

Remote — Global Audience

Created hundreds of motivational artworks shared across numerous platforms worldwide and seen by millions — with pieces licensed and featured on retail products sold in stores and online. Active DRiP creator shipping collectible digital art to Solana collectors. Built and shipped sites on Webflow, WordPress, Shopify, and custom code.

WHAT I BRING

CREATIVE

- Brand identity for a token that reached a \$1M market cap
- Motion graphics and short-form built around retention, not vibes
- Hundreds of motivational artworks licensed onto retail products
- AI-enhanced workflows (Midjourney, Runway, ChatGPT)

GROWTH

- \$20K/month paid media across Meta, TikTok, and Google Ads
- Zero to \$1M market cap on purely organic social content
- High-converting video ads and organic short-form
- Community systems that sustain participation, not spikes

WEB3

- Token launch on pump.fun — \$1M market cap, all organic
- DAO governance and multisig treasury management
- \$1M+ personal DeFi/NFT trading volume last year
- Native Solana builder, trader, and DRiP creator



SELECTED WORK

Self-Funded Token Launch

\$1M market cap, zero outside funding — concept, brand, tokenomics, and launch execution.

Paid Media Campaigns

\$20K/month managed — Best in State, nationally recognized dealership marketing.

Original Artwork

Hundreds of motivational pieces seen by millions — licensed onto retail products sold in stores and online.

Brand Trust & Product Identity

Turned a token launchpad from a confusing dev tool into a trusted, consumer-grade brand.

Motion Graphics & Video

Short-form engineered around the first 1.5 seconds and re-cut against retention graphs.

DRiP Creator — Solana

Collectible digital art shipped on-chain to a growing collector audience.

TECHNICAL SKILLS

DESIGN & MOTION

After Effects · Premiere Pro · CapCut · Figma · Hand Lettering · Illustration · Motion Graphics

AI TOOLS

Midjourney · DALL·E · Runway · ChatGPT · DeepSeek

WEB & CODE

Webflow · WordPress · Shopify · Lovable · HTML · CSS · React · Front-End Development

ADS & ANALYTICS

Meta Ads · TikTok Ads · Google Ads · DexScreener · Campaign Analytics

WEB3 & CRYPTO

Solana · DeFi · NFTs · DAO Governance · Token Launches · DEX Tools · Treasury Management · Multisig

A NOTE ON PRIVACY

I keep token launches off the public record — I know the risks that come with it. If you're genuinely serious about learning more, reach out and I'll share the contract address so you can verify the full history on-chain.

WHAT PEOPLE SAY

"Joey is the rare creative who actually understands the numbers. He rebuilt our entire paid media program in-house, turned around campaign creative in days instead of weeks, and the work spoke for itself — we were named the best dealership in the state and got recognized nationally. He raises the standard of everything he touches."

FORMER MARKETING PARTNER · AUTOMOTIVE RETAIL GROUP

HOW I WORK

OWNER, NOT ORDER-TAKER

I take a brief to shipped work without hand-holding — strategy, concept, design, edit, launch.

SPEED WITH TASTE

Days, not weeks. Fast turnarounds that still look like someone cared about every pixel.

ACCOUNTABLE CREATIVE

Every idea ties to a number: retention, CPA, market cap, community growth.

LET'S BUILD SOMETHING UNIGNORABLE.

Available immediately for remote creative direction roles · josephbearbower@gmail.com

Book a 15-min intro: calendly.com/josephbearbower/15-minute-intro-chat