

JOSHUA WILL

Lives and works in Tokyo, JP

[Portfolio](#)

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[Instagram - @ghostedmirror](#)

Joshua Will is a creative professional specializing in photography, videography, and social media content creation.

With a Bachelor of Arts in Creative Industries from Toronto Metropolitan University and a minor in Communication Design, he has successfully delivered innovative campaigns and visual narratives for clients like Nahmias, Livestock Canada, and Vol1 Records.

Joshua excels in directing, producing, and managing creative projects that resonate with audiences and elevate brands.

EXPERIENCE

July 2024 - December 2024

Social Media Specialist

Driew Garments [@driewgarments](#)

Toronto, Ontario

- Filmed and edited Instagram Reels to increase engagement and brand visibility.
- Created innovative social media campaigns by proposing creative concepts and incorporating emerging trends.
- Styled and coordinated outfits for photoshoots, ensuring alignment with the store's visual branding.
- Captured professional product photography for use across social media platforms.
- Managed content delivery in accordance with content calendars and platform specifications.

May 2024 - June 2024

Creative Content Producer

Vol1 Records

Los Angeles, California

ALBUM ROLLOUT FOR ARTIST: KID CULTURE

- Documented an artist's album rollout in Los Angeles by filming studio sessions and capturing press photos.
- Edited and produced TikTok content to promote the artist's album, driving audience engagement.
- Collaborated with the artist, and management team to deliver cohesive, on-brand visual content.
- Developed and maintained the artist's digital presence, increasing the album's visibility across social media.
- Applied creative project management skills to optimize content strategies for maximum reach and audience interaction.

September 2023

Event Photographer

Livestock Canada

Toronto, Ontario

LIVESTOCK X G-SHOCK 40th Anniversary

- Contributed to Livestock Canada's event documentation for stakeholders by delivering high-quality, impactful images that align with the brand's image and event objectives.
- Conducted event photography, skillfully documenting a live DJ set featuring electronic musicians and a collective of rappers, capturing the energy and atmosphere of the performance.
- Maintained a dynamic and adaptable approach, seamlessly transitioning between capturing product-focused shots and energetic moments during the live musical performances.

September 2022 - October 2022

Director

8 Til Faint

Toronto, Ontario

MUSIC VIDEO FOR BAND: NOTFORTHEO

- Nominated for the UKMVA & Newcomer Director Prism Prize
- Directed and led the creative vision for a music video project for the band NotForTheo, overseeing all aspects of production to ensure a cohesive and impactful visual representation.
- Took on a multi-faceted role by handling camera work, utilizing creative cinematography techniques, and capturing compelling footage that brought the band's music to life visually.
- Demonstrated proficiency in video editing, meticulously piecing together footage to create a seamless and visually engaging music video that resonated with the band's artistic identity.
- Provided creative input on styling, contributing to the overall aesthetic of the music video and ensuring that the visual elements complemented the band's sound and genre.
- Collaborated closely with the band to understand their vision and translate it into a visual narrative, effectively communicating the emotions and themes of the music through the video.
- Successfully delivered a high-quality music video that not only met the artistic expectations of NotForTheo but also contributed to the band's overall brand and promotional efforts.

May 2022 - June 2022

Photography Assistant

Nahmias

Los Angeles, California

E-COMMERCE & LOOKBOOK PHOTOGRAPHY

- Collaborated closely with Lead Photographer to conceptualize and execute visually stunning photoshoots that reflect Nahmias' brand identity.
- Employed technical expertise in handling advanced photography equipment and software to ensure the highest quality output.
- Took charge of setting up lighting, managing equipment, and maintaining an efficient workflow during shoots to capture intricate details of luxury fashion pieces.
- Fostered effective communication and collaboration within the team, working closely with stylists, models, and other stakeholders to execute the creative vision.
- Contributed to maintaining Nahmias' visual consistency across various platforms, including e-commerce, social media, and marketing campaigns.

April 2021 - May 2021

Photographer

3'Hi

Toronto, Ontario

ALBUM ROLLOUT FOR CHIPPY NONSTOP

- Collaborated with a DJ on a comprehensive album rollout, capturing visually compelling images to enhance the overall promotion and branding of the release.
- Utilized creative techniques and photographic expertise to produce high-quality images that resonated with the target audience and reflected the artistic essence of the DJ's music.
- Worked closely with the DJ to understand the vision for the album and translated it into captivating visuals, ensuring a cohesive and impactful representation across promotional materials.

EDUCATION

2019-2025

Toronto Metropolitan University

Creative Industries - Music Business, Publishing and Printing (Bachelor of Arts)

Minor in Communication Design

PUBLICATIONS & FEATURES

2024

Youthquaker Magazine, ISSUE 02- Digital Disruption (print)

2023

Bully Magazine, Issue Two - Roots And Culture (print)

2022

[Complex. Toronto Trio Notfortheo Release New Single "Interlock"](#)

[Fader. NotforTheo - New Music Friday: The best new albums out today](#)

[Exclaim. NotforTheo - 8 Emerging Canadian Artists You Need to Hear in November 2022](#)

2021

Toronto Now, Chippy Nonstop - Ready to Rave (newspaper)

[Toronto Now. Chippy Nonstop - Ready to Rave](#)

[NYLON. 19 QUEER MUSICIANS ON THE RISE RIGHT NOW](#)

CLIENTS

Mr. Saturday

Spencer Badu

Eastroom

Boketto

Chippy Nonstop

Kid Bloom

NotForTheo

Kid Culture

Vol1 Records

Livestock x G-Shock 30th Anniversary

Eric LaChance

Jeremiah Saccalan

Tyler Gunn

Nahmias Los Angeles

Tricia Crivellaro

Uncle Mikeys

Loukeman

Boi1da x Bacardi

Geneve Florence

The Issue Of

Garment Service / Driew Garments

Eclectacy

Alex Rzyan

Dreamhouse

A3 Garment Designs

Alife New York