

PORTFOLIO



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INTRODUCTION

Introduction

Hey, I'm Lennon.

I'm a creative visionary & brand curator who brings together promotions, visual marketing and content creation to support artists & spaces for authentic expression & connection.

I've got a thing for fitness, and my spiritual journey kicked off after a series of out-of-body experiences (wild, right?). That curiosity still fuels everything I do.

At the heart of it all, I'm here to tell stories, spark connection, and make space for creativity to thrive. If you've made it this far, you're probably already on the same wavelength—so, welcome.

MY WORKS

Works Overview

click to view!



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LOVEJAM BIRMINGHAM 01 CONTENT CREATION

IMAGE ONE: Wide shot of a live jam showcasing musicians.

IMAGE TWO: Close-up shot of a performance artist playing a drum set, emphasising the drumstick.

IMAGE THREE: Wide shot of a live jam with Love Jam attendees slightly out of focus, emphasising the lighting

IMAGE FOUR: Close shot of a woman laid down meditatively under strong pink lighting.

IMAGE FIVE: A wooden sign labeled "Love Jam Brum", featuring handwritten details about a suggested donation, set against a cozy indoor environment with string lights in the background.

IMAGE SIX: A close-up of a wellbeing practitioner holding a rainstick, in performance setting, under cool-toned blue lighting.



Lovejam Birmingham Content Creation

Overview

Crafted for Love Jam Birmingham, the "Local Jam" came to life with a team effort, bringing people together through music, art, and connection.

As Social Media & Promo Director, I wanted to create something engaging while staying true to Love Jam's grassroots energy.

Issue

Love Jam was looking for someone to join the core team as an Ambassador & Social Media Director to help grow the community and establish a stronger online presence. In a world where events fight for attention, we wanted to see how far we could push organic engagement.

Approach

We built a new Facebook page, ran artist spotlights, targeted ads, shared posters, kept engagement high across social media, and I created an after movie capturing the energy of the event!

→ [link to aftermovie](#)

Results

Was it the most conventional approach? Maybe not. But it worked — Love Jam's audience grew, attendance increased, and two events were a success.

Conclusion

Is it the biggest event in the city? Maybe not. But it brought the community together, strengthened Love Jam's brand, and built momentum for future gatherings. It fit perfectly into the vision and will be remembered as a turning point in its growth.

THE WAY OF PLAY 02 CONTENT CREATION

IMAGE ONE: A vibrant group photo showcasing Way Of Play participants covered in mud, celebrating the joy of play and connection. The colorful flags and bright outdoor setting enhance the lively and carefree atmosphere.

IMAGE TWO: A close-up shot of a young boy, his face and body covered in mud, capturing a moment of curiosity and wonder amidst the playful chaos.

IMAGE THREE: A dynamic shot of a group mid-laughter, their muddy appearances and expressive faces embodying the unrestrained joy of the Playfight activity.

IMAGE FOUR: A candid portrait of a Way Of Play, Play fight attendee, receiving an interview, radiating warmth and approachability.

IMAGE FIVE: The Way of Play Tribe celebrating together, arms raised in triumph, embodying unity and joy.

IMAGE SIX: The Way of Play Tribe slip n' sliding in a meadow enveloped with joy and laughter.



The Way of Play Videography

Overview

The Way of Play invited me to capture their presence at Love Jam 2024 and Into The Wild Festival 2024, bringing their movement philosophy to life through film. With an emphasis on embodiment, flow, and human connection, this was an opportunity to showcase their essence in an immersive way.

Issue

The Way of Play wanted to expand their reach, visually communicate their message, and create content that resonated with both their existing community and new audiences. They also needed footage for their upcoming Way of Play Documentary. In a saturated digital space, the challenge was to create something authentic and captivating.

Approach

I crafted cinematic footage highlighting the energy of their sessions, the playfulness of movement, and the deeper philosophy behind it. Through a mix of dynamic action shots, intimate storytelling, and organic interactions, I ensured the visuals reflected their ethos.

Results

This approach not only strengthened The Way of Play's online presence but also deepened engagement with their audience. The content sparked curiosity, increased visibility, and served as a powerful tool for future outreach and event promotion.

Conclusion

Was this the largest production? Maybe not. But it perfectly captured the spirit of The Way of Play and set the stage for more people to experience its philosophy. This collaboration marked a significant step in sharing their movement with the world.

LOVEJAM

03 CONTENT

CREATION

IMAGE ONE: A joyful audience member illuminated by warm lighting, their smile capturing the spirit of connection.

IMAGE TWO: A performer at Love Jam 2024 passionately singing into a microphone, exuding raw energy and charisma.

IMAGE THREE: A captivated individual raising their hands, immersed in the music's emotional depth.

IMAGE FOUR: A close-up of a Benji Roots, performing at Love Jam 2024 with a wind instrument, bathed in soft, warm light. The intimate atmosphere conveys a sense of spiritual connection and creative flow.

IMAGE FIVE: A cozy tent performance at Love Jam 2024 with musicians, candles, plants, and soft lighting, evoking community and artistic expression.

IMAGE SIX: A close-up of a mallet striking a gong, highlighting the energy, texture, and meditative atmosphere.



Lovejam Festival Videography

Overview

I was invited to film at Love Jam 2024, an event celebrating music, art, and human connection. This opportunity allowed me to capture the vibrant energy and essence of the festival through my lens.

Issue

Love Jam aimed to document the unique atmosphere of the festival, bringing its grassroots energy to life on screen while creating visuals to engage their community and attract new audiences.

Approach

Using a cinematic approach, I focused on capturing authentic moments—joyful interactions, soulful performances, and the creative expressions of artists. I combined dynamic angles, natural lighting, and vibrant color grading to ensure the footage reflected the festival's essence.

Results

The video footage encapsulated the spirit of Love Jam 2024, serving as a visual keepsake, and a tool to inspire future participants. The footage showcased the festival's core values and can contribute to building its growing community.

DESIRES

04 MUSIC

VIDEO

IMAGE ONE: Artist in fur jacket and sunglasses under neon green lighting with motion blur.

IMAGE TWO: Artist dancing in a white studio surrounded by women with chrome text overlay.

IMAGE THREE: Back of Artist moving through green-lit interior.

IMAGE FOUR: Side profile performance shot partially covered by bold black text graphics.

IMAGE FIVE: Close-up of legs and hand in green lighting highlighting shiny textures.

IMAGE SIX: Two women in black outfits standing in a clean white studio setting.



Desires Music Video

Overview

I developed and edited this music video, shaping a stylised music video that blends multiple locations with a cohesive, high-impact visual identity.

Issue

The challenge was to structure the video in a way that keeps the energy engaging while unifying different environments and maintaining a distinct aesthetic throughout.

Approach

I sequenced the edit to emphasise rhythm and variation across locations, while introducing a custom spinning emblem in the bottom right as a consistent visual motif. The edit focuses on pacing, texture, and stylistic cohesion to elevate Desire's identity.

Results

The final video delivers a dynamic and visually consistent piece, enhancing the track's aesthetic and reinforcing a recognisable visual signature.

VAINGLORY

05 ADVERTISE- MENT

IMAGE ONE: A close-up of the model presenting the bag forward, making it the central focus.

IMAGE TWO: A mirrored full-body composition, doubling the model to create symmetry and visual intrigue.

IMAGE THREE: The model seated with a guitar, blending fashion and lifestyle elements around the bag.

IMAGE FOUR: A relaxed reclined pose, adding an editorial feel while maintaining product presence.

IMAGE FIVE: A detailed close-up of the bag beside boots and an amp, emphasising texture and craftsmanship.

IMAGE SIX: A composed portrait of the model, hands together, delivering a clean and refined finish.



Vainglory Studios Advertisement

Overview

I created a short-form advertisement designed to showcase the product through a fast-paced, visually engaging edit.

Issue

The challenge was to make the bag stand out across multiple shots while maintaining flow, clarity, and a strong visual identity within a short runtime.

Approach

I structured the sequence using frame match cuts to create seamless transitions between scenes, consistently highlighting the bag as the focal point. Masking and mirroring effects were applied to wide full-body shots to add visual interest and elevate the overall aesthetic.

Results

The final advert delivers a sharp, stylised piece that keeps the product front and centre, using dynamic editing techniques to create a memorable and cohesive visual experience.

KEKOTOORKE TO 06 MUSIC VIDEO

IMAGE ONE: A gothic red title emerging from darkness, setting a ritualistic and intense tone.

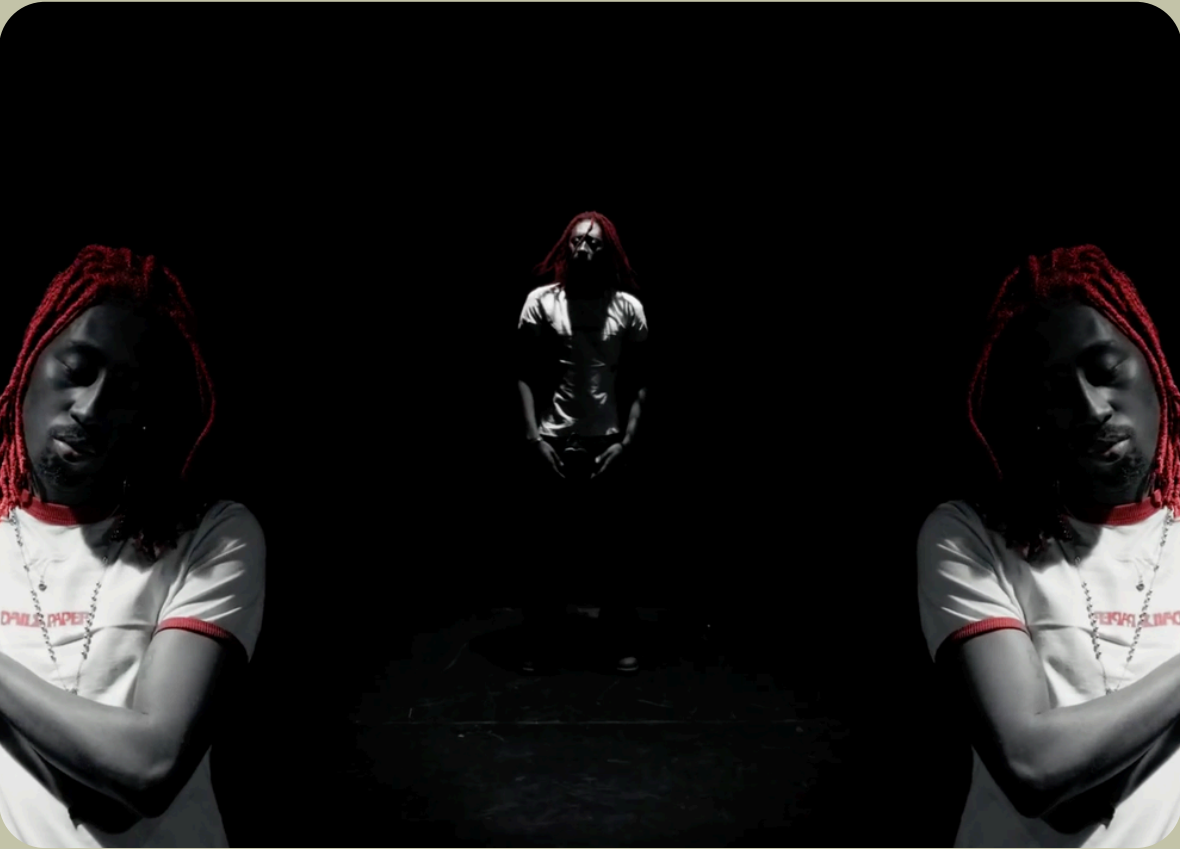
IMAGE TWO: The artist raises his hand toward the lens, partially concealed in shadow, creating a powerful silhouette.

IMAGE THREE: A side profile performance shot capturing raw emotion with subtle graphic overlays.

IMAGE FOUR: A mirrored wide shot duplicating the artist, forming a symmetrical and hypnotic composition.

IMAGE FIVE: An extreme close-up of the artist’s mouth and chain, layered with bold text to heighten intensity.

IMAGE SIX: A red-lit portrait highlighting skin texture and expression, amplifying the video’s visceral aesthetic.



Kekoto

Music Video

Overview

I co-directed the Kekotoorketo music video, building a striking studio-based visual centred around bold colour and texture.

Issue

The challenge was to transform a simple studio setup into a visually compelling environment, creating depth and intensity while maintaining a cohesive aesthetic.

Approach

We executed a blackout studio look, painting the artist in red to create a strong visual contrast, while incorporating water for added texture and motion. I focused on capturing a mix of close-ups and wide shots, enhanced through mirroring and masking techniques to elevate the visual complexity.

Results

The final video delivers a raw, high-impact visual experience, using colour, texture, and experimental techniques to create a memorable and distinctive aesthetic.

SHORT-FORM CONTENT

click to view!



RHIANNON RUTHVEN

I filmed my sister, Rhiannon Ruthven, during her live performance in Sheffield, using a camcorder to capture the atmosphere. I shaped the footage into a cohesive piece, combining spoken reflections with visuals that represent the energy of the night and the feeling of being there.



LOVEJAM BIRMINGHAM HIGHLIGHT VIDEO

Promoted Feng with a high-impact YouTube Live video of "Kids from the West," performed live in London.

Styled with cinematic grading, halation, and bloom to enhance the nostalgic, euphoric vibe., capturing Feng's 2010s-era vintage energy—raw positivity, and mosh pit joy and underground edge.



CALISTHENICS

I filmed my friend Hubert, showcasing his impressive calisthenics skills. The piece highlights his grounded, earthy approach — health-focused and rooted in strength, balance, and discipline. It's both a passion project and an appreciation of him, capturing the dedication and vitality he brings to movement.



MEDICINE FESTIVAL 2024

At Medicine Festival 2024, I filmed with a camcorder to capture my own experience. I shaped the footage into a cohesive piece, blending spoken reflections with visuals that represent the atmosphere, energy, and feeling of being there.

GRAPHICS



EVENT LINEUP



ARTIST PROMOTION



VALUES

LINKS

Instagram

<https://instagram.com/lennonruthven>



Instagram

<https://instagram.com/leavvingg>



AESTHETIC

**Design
Aesthetic**

VIBRANT IMMERSIVE SOULFUL

My style blends bold, immersive visuals with a raw, authentic edge.

I focus on capturing emotion, energy, and movement — turning real moments into powerful, story-driven content.

With a minimalist approach and sharp attention to detail, my work is designed to engage deeply and leave a lasting impression across digital and live spaces.

LET'S WORK TOGETHER

Text me on 07572276516
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**Scan this QR code and you'll
magically get in contact with me.**

(It's not really magic, it's just a WhatsApp link)

