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CHADWICK PELLETIER

GLOBAL BRAND DEVELOPMENT
CREATIVE DIRECTOR & CONSULTANT

TO MARKET: SELECTED PORTFOLIO

DAVINCI / POKER / JWCC / MUSEQCITY / BATTLE FOR VEGAS

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DAVINCI INTERNATIONAL FILM FESTIVAL '25

DaVinci International Film Festival®

★★★★★ A NEXT LEVEL FEST

Los Angeles Times

As Founder and Executive Director, I established a global film festival achieving **"Top BEST REVIEWED"** status out of over 14,000 worldwide. I have been responsible for driving full-scale production and international brand footprint expansion across three countries, simultaneously executing full brand articulation from development to deployment, launching a half-dozen sister brands & programs to global audiences, and spearheading the DaVinci experience at premier venues.

Diffdocs · Labs · Storyline Screenwriting · Genius · DaVinci Animation · Jr. Leos

Leading the European debut and international brand footprint at the Cannes Film Festival with the launch of DaVinci Masquerade in May 2025. This exclusive, high-profile event—designed as a premiere DaVinci branded experience—achieved a sold-out, over-capacity crowd of discerning industry professionals and UHNWI guests, successfully cementing the brand's reputation and establishing a strong presence in the European market.

davincifilmfestival.com

Patriot Pictures · DaVinci Masquerade á Cannes · Film Africa · The Writers' Corner Storyline at DaVinci Film Festival

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POWERED BY ClubGG

THE POKER Rundown

WORLD COLLEGE POKER™

TRUE NORTH MEDIA

deadpoker

As a Creative Director and Consultant at the heart of the poker industry, I have served as a narrative architect for some of the game's most iconic brands and personalities, with work showcased in print and online in over 20 countries. My career is defined by a commitment to authentic storytelling, whether directing high-impact media for global leaders like GGPoker to announce Daniel Negreanu's signing—or building legacy visual identities for top industry brands. I have spent years guiding and amplifying the creative trajectory of such legends as Phil Helmuth, Daniel Negreanu, and Doyle Brunson to name a few. As the co-Founder and visionary behind World College Poker and Poker Unscripted TV platforms, I specialize in building branded ecosystems that capture targeted demographics through creative innovation. From the high-stakes production of televised poker to the sardonic, absurd humor of Dead Donk; the intellectual desk of Poker Unscripted—to stands of a collegiate game showdown, I translate the technical complexity of the game into a compelling and accessible brand story that commands global attention.

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DEAD DONK
BAD-ASS POKER GEAR

LAS VEGAS AGENCY

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CLIENTS & BRANDS

- Ultimate Bet - Creative Director
- Absolute Poker - Creative Director
- Full Contact Poker
- Poker Protégé with Daniel Negreanu
- Las Vegas Agency
- Phil Hellmuth (multiple projects)
- GGPoker
- Poker Unscripted TV
- WSOP
- Dead Donk
- Solve For Why Academy

Full list available upon request

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JUSTWRITE COFFEE Co.

WAKE YOUR IMAGINATION

As Founder and Creative Director of the direct-to-consumer online brand, JustWrite Coffee Company, I leveraged deep market knowledge and my background as a feature film screenwriter to execute a hyper-targeted deployment strategy. Recognizing the distinct identity of the screenwriting community, I conceived a unique brand where every product—from 'The Protagonist' to 'Red Herring'—is named and designed specifically to resonate with the writer's mindset. This full-cycle brand articulation, utilizing a play on words and strong, clever taglines, was successfully deployed by embedding the brand footprint within the DaVinci International Film Festival's screenwriting program in 2024, proving expertise in highly-niche market penetration and strategic audience engagement.

The core expertise in brand extension was further demonstrated by the rapid development and launch of several sister coffee brands under the JustWrite umbrella. I oversaw the full creative direction, design, and market preparation for these parallel ventures, notably bringing the high-impact "Write or Die" Nitro Blend brand extension to life. This expansion strategy created a diversified portfolio of products and showcased a proven capability in quickly iterating, designing, and deploying complex, multi-layered consumer-facing brands for maximum market impact and audience segmentation.

justwritecoffee.com

THE INKWELL ELIXER COLLECTION

WRITE OR DIE 19 73 INKWELL ELIXER COFFEE COMPANY

SAME DAY ROAST • FRESH COFFEE GUARANTEE
ROASTED-TO-ORDER
FRESHLY ROASTED AND SHIPPED THE SAME DAY

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MUSEQCITY® APP

Download on the App Store

GET IT ON Google Play

ALL-NEW REGISTERED NASHVILLE TENNESSEE TRADEMARK & MOBILE APP

NOT A BRAND, A COMMUNITY BUILT ON SOUND.

As owner and developer, I conceived and drove the go-to-market strategy for MUSEQCITY™, a direct-to-merchandise licensing brand and utility APP designed to capture and monetize global affection for "Music City, USA." The brand is built around a potent visual identity: a registered trademark ingeniously blending Nashville's iconic Batman Building skyline with a graphic equalizer (MUS[EQ]CITY). By establishing a universally resonant symbol akin to "I ❤ NY" and focusing on a diverse audience of residents and international enthusiasts, this venture demonstrated expertise in creating high-value, scalable IP and executing a licensing-focused deployment strategy for a powerful, emotionally engaging city brand.

museqcity.com (APP to market Q2, 2026)

MUSEQCITY®
NASHVILLE TENNESSEE

NASH
VILLE

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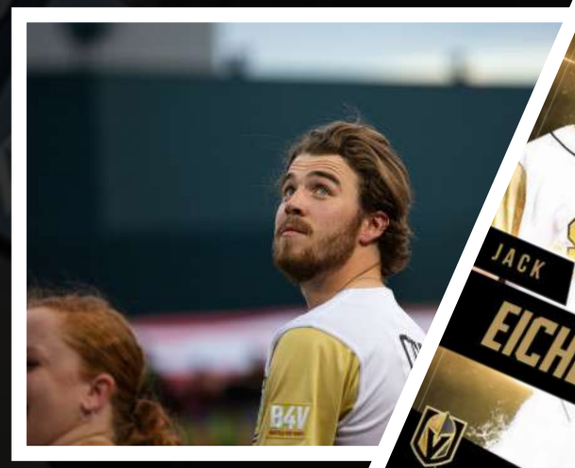
B4V BATTLE FOR '26 VEGAS

FULL-CYCLE BRAND ARTICULATION & HIGH-IMPACT DEPLOYMENT.

As a key brand developer for Las Vegas Agency, I have designed a strong portfolio of high-visibility projects, most notably the "Battle for Vegas" (B4V) charity softball game. The “B4V” project serves as a prime example of successful brand-to-market deployment, achieving significant market visibility by blending high-profile sports entertainment with philanthropy to build community and support charitable causes. The B4V model proved highly scalable, leading to sister brand articulation and extension into new markets, such as "Battle for Dallas" (B4D) and “Battle for Wisconsin” (B4W), creating enduring, emotionally resonant platforms that consistently drive community engagement and measurable social impact.

battleforvegas.com

LAS VEGAS AGENCY



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