

# GO-KART COMPANY CONTENT

#FILM #PROMOTIONAL

## THE BRIEF

There is a unique challenge in taking a single physical space, like a local go-kart track, and finding a hundred different ways to make it look fresh on a smartphone screen. Over a series of promotional campaigns, my job was to turn everyday track life into highly engaging, brand-friendly short-form content. The goal was to bridge the gap between corporate needs and what actually makes people stop scrolling on TikTok

## THE PROCESS

Working with a limited sandbox meant relying heavily on independent problem-solving and creative resourcefulness. When given a broad objective, I took the initiative to map out the concept from scratch, scripting, shooting, and editing the entire piece on my own. To maximize the limited shots available at the track, I leaned into internet culture, adapting funny, trending TikTok formats into brand-friendly videos. The real work happened in the editing room, using sharp pacing, tight transitions, and clever text overlays to make the same familiar corners of the track feel energetic and different in every upload.

## THE OUTCOME

This ongoing work taught me how to turn a simple concept into a finished product with minimal supervision. By taking broad direction and running with it, I was able to deliver content that hit the company's targets while staying genuinely entertaining for the audience. It proved that you don't need a massive crew or an endless list of locations to make an impact; you just need to know how to listen to a goal, read the digital landscape, and use the tools you have to make it happen.

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