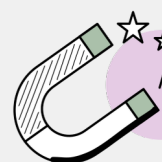


## The Challenge

More than Enough Consulting, led by founder Denyelle, is dedicated to advancing equity, diversity, and inclusion (EDI) in organizations. But as a growing consultancy, they faced challenges in presenting their brand with clarity and confidence. Without a clearly defined brand identity, strategic marketing approach, or cohesive messaging, their work risked getting lost in a crowded consulting landscape.



## Our Approach

As Marketing Partner, I helped build the foundations of More than Enough's brand by:

**Defining Brand DNA:** articulating the organization's purpose, tone, values, and unique value proposition

**Crafting StoryBrand messaging:** clarifying positioning and aligning it with the audiences they want to serve.

**Developing a tailored marketing strategy:** identifying best-fit channels and approaches to highlight their expertise and attract the right clients.

**Homepage copy refresh:** rewiring the website homepage with stronger messaging to better communicate value and impact.



## Testimonial

"Working with Marcela was one of the best decisions I've made for my brand! I came in with a logo I loved, and she brought it to life by crafting a brand voice and personality that I'm still completely obsessed with. As someone with little to no marketing experience, I learned so much just by working alongside her. Marcela is not only incredibly knowledgeable—she's also kind, patient, and wildly creative. I felt supported every step of the way. Truly a 100/10 experience—highly recommend!"

Denyelle  
Founder, More than Enough Consulting



## Results & Achievements

**Brand Clarity:** Delivered a complete **Brand DNA framework**, giving the founder the language and confidence to communicate her mission consistently.

**StoryBrand Messaging Guide:** Created clear, audience-centered narratives to strengthen outreach and proposals.

**Strategic Roadmap:** Provided a practical marketing strategy aligned with organizational goals, enabling the founder to prioritize efforts and avoid overwhelm.

**Website Impact:** Reworked homepage messaging, resulting in a more professional digital presence that reflects the depth of More than Enough's EDI expertise.



## Marcela's Takeaway

Strong branding and clear messaging don't just make an organization look polished — they provide the confidence and focus to grow with purpose and impact.