

Portfolio



**Chloe
Garner
ACIM**

BRAND & MARKETING STRATEGIST

9 Years Marketing Experience | Skilled in Digital Marketing,
Branding, Social Media Strategies & Leadership Roles

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Hi, I'm Chloe — a creative brand marketer with 9 years of experience bringing brands to life across a spectrum of goals: from building awareness, boosting revenue to optimising customer experiences. Whether it's launching a brand from scratch or refreshing a tired identity, I thrive on creating narratives and strategies that make people feel something.

My passion for brand building runs deep — it's the fuel behind every concept I shape, every campaign I lead, and every insight I uncover. I'm always learning, always evolving, and always looking to push brands toward their boldest, brightest selves.

Take a scroll through my portfolio for a glimpse at the work I'm proud to have created.

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Designing delightful unboxing experiences that elevate brand perception & drive loyalty.

Playful yet premium packaging and seamless unboxing moments that not only delights users but inspires brand advocacy and repeat engagement.

Brief: Lead the end-to-end design and development of packaging and unboxing experiences for two new products from C-Pen, a global leader in assistive technology.

Strategic Planning: Utilised product data sheets, C-Pen's brand kit, colour theory and audience personas to create a copy and graphic brief inclusive of visual identity, tone of voice and unique-selling-points.

Creative Execution: Lead Supply Chain Teams: to ensure all printed materials and accessories, including silicon cases and lanyards, met brand standards and delivered a cohesive and elevated customer experience. **Collaborated with creatives:** directed designers and copywriters to produce packaging that was both visually distinctive and functionally refined. Every touchpoint was considered, from layout and typography to tone of voice, ensuring a consistent and memorable product brand.

Results: The final packaging designs exceeded expectations, receiving enthusiastic feedback from both customers and resellers alike. Positive brand sentiment grew across social media, with users organically sharing their unboxing moments, demonstrating real impact in brand engagement and perception.



BEFORE



Memorable & catchy in name, sleek in identity, and jargon-free in voice.

An energising rebrand for marketing talent that's ready to make an impact.

Brief: Transition an internal marketing team into an external EdTech marketing agency by asserting market dominance and enhancing customer perception.

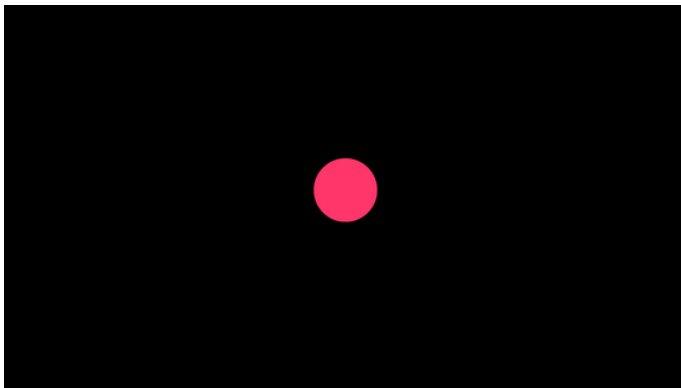
Strategic Planning: A deep dive into the brand's business plan and building out a branding strategy encompassing brand identity, a direct and in-direct competitor analysis and shifting audience expectations in agency brand materials.

Creative Execution: Squid People to squid.: for a more punchy, contemporary and memorable name.

Assigning the 'dot' as the distinctive asset: from the first drop of ink from a copywriters' quill to the dot inside the record button of a videographer's camera, the 'dot' in **squid.** represents a cornerstone of the new brand. Visually and conceptually, the 'dot' adds narrative depth to set the agency apart from the crowded marketplace. **A whole new aesthetic:** clean lines, confident typography and an eye-catching colour palette to represent the **squid.** persona. **A clear and concise brand tone:** the **squid.** tone can be described as 'looks slick, feels friendly', 'solid, specific ambitions' and 'we know our worth'.

Results: The rebrand was communicated via a comprehensive brand kit, which was hugely supported by the wider company. The distinctive new identity has created strong brand recognition across the organisation and has sparked interest from new EdTech clients and collaborators.


Brand Kit Snippets




Visual Identity.

Who, who, who are you?


Primary logo



Secondary logos



White secondary logo to be used on black or coloured backgrounds if primary logo not possible.



vertical squid logo to be used only as a reminder within the documents when the design allows it.

[download](#)

Visual Identity.

Type, colours & shapes

Typography

Sans serif fonts for a modern look

Primary Font

Source Sans Variable

A

Secondary Font

KitSans

A

Colours

Vibrant to pastel pinks

Shapes

The dot will be a common theme for all designs

The slide displays a visual identity design system for Pink Dot 2022. It includes a typography section with 'Source Sans Variable' and 'KitSans' fonts, a color palette with eight shades of pink and two black squares, a shapes section with eight squares of varying colors and outlines, and a common theme for the dot, which is a solid pink circle and a solid black circle.

Visual Identity.

Icons

[download](#)

Marketing examples.
Presentations.

download

Brand tone.
*The **squid**, persona*

Looks slick, feels friendly

Approachable, but in a way that a successful friend feels approachable. We're not about manufactured friendliness: teachers and tech businesses don't have the time for that, and it's jarring to receive it from your marketing company. Think Hey, we know it's tough trying to break into this sector, but we can make it simple instead of We're here to support you and your business every step of the way, heart emoji.

Solid, specific ambitions

We smash targets, we deliver above and beyond, but we don't do the empty hyperbole: think 'we're here to help you smash your Q4 goals', 'we'll make your product launch go with a bang', 'we can build communities who care about your content' rather than 'Take your marketing to new heights!'; 'more sales than you've ever dreamed of'.

Brand tone.
The squid. persona

We know our worth

...and we can afford to be a little bit smug about it, as long as we never punch down. 'Easier than you think', 'yawn', 'you've done cookie-cutter, you've done run-of-the-mill'; we can afford to be a little bit more glib about how we phrase things than, say, Bee Digital.

No-nonsense

no jargon and no hassle are coming across as core tenets of the new squid. That said, we don't need to be afraid of common buzzwords, as long as they function in a way that doesn't cut marketing outsiders off. We like 'thought leadership' because almost everyone knows what that means, but we don't like 'sector guardianship' or 'market visionary status'

The image displays three sequential slides from a presentation, each with a pink border and a light pink background. The first slide on the left is titled 'Marketing examples. Proposals.' in a dark pink font. It features a large, bold, black 'squid.' logo. The second slide in the middle is titled 'Marketing Strategy Proposal - V1' and shows a draft proposal. It includes a 'squid.' logo, a 'Company's name' placeholder, and several paragraphs of placeholder text. The third slide on the right is titled 'Marketing Strategy Proposal - V2' and shows a refined version of the proposal. It includes a 'squid.' logo, a 'Company's name' placeholder, and several paragraphs of placeholder text. The slides are arranged horizontally, with the first slide on the left, the second in the middle, and the third on the right.



A brand evolution to a modern, inclusive digital content hub, where accessibility is queen.

Succeed with Dyslexia is a vibrant, future-facing platform that champions neurodiversity, leads with inclusion, and reflects the brand's evolution into a dynamic digital hub.

Brief: Reposition Succeed with Dyslexia from a positivity movement into a dynamic digital content hub.

Strategic Planning: A thorough brand audit, including in-depth audience demographics investigation, competitor research and a content matrix evaluation.

Creative Execution: Lowercase, dark-grey lettering: for a grounded and down-to-earth look and feel that is gentle on the eyes and provides a dyslexia-friendly contrast. **Abstract brain for brand stamp:** to represent diversity and neurodiversity with its vibrant, overlapping colours and fluid shapes connotating the different ways of thinking, learning and experiencing the world. While the shapes' seamless interplay reflects the inclusivity and connection to be expected from the brand. **Bold new colours:** to represent the world in colour where everyone's abilities are appreciated. **Refreshed brand tone:** to be supportive, empowering and clear - reinforcing the brand's role as both a champion for awareness and a trusted source of content.

Brand Kit Snippets

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- 02 Visual Identity
- 03 Resources



Personas

The Connected Trailblazer

Emily, a 28-year-old tech consultant from London, was diagnosed with dyslexia in university and has since embraced technology as a tool for accessibility. Passionate about workplace inclusion, she advocates for neurodivergent professionals and seeks insights into dyslexia-friendly business practices. She actively engages with Succeed with Dyslexia by consuming content on assistive tech, workplace policies, and mindfulness strategies, sharing resources on social media to spark awareness.

The Empowering Parent

Mia, a 34-year-old journalist from New York City, is committed to advocating for her dyslexic son while amplifying neurodiversity in media. She seeks practical strategies to support his learning, stays informed about dyslexia-friendly education and healthcare reforms, and engages with content on systemic change in prisons and classrooms. She balances her journalism career with her role as an advocate, using expert articles and parent networks from Succeed with Dyslexia to share insights and push for better representation.

Positioning

Archetype: The Caregiver

Succeed with Dyslexia creates and shares content to benefit and provide a safe space for their community. The brand is motivated by spreading warmth and optimism. But they're not all about the feels - they're a global movement, promoting positivity and real change.

Positioning Statement

For individuals, educators, and businesses seeking authoritative, engaging, and community-driven dyslexia content, Succeed with Dyslexia is the leading platform that transforms understanding and advocacy into action. Unlike other content sources, our hub offers a dynamic content mix of topics, ensuring that families, professionals, and organisations access the insights that matter most to them.

The Empowering Tech group

As a strong server of the neurodivergent community, Succeed with Dyslexia continues to be a crucial part of the Empowering Tech group's corporate social responsibility to support and empower the community they serve. The Empowering Tech group should be referenced in some of SwD's materials, as and where appropriate (for example, branded footers).

Colours

Refer to WebAIM's Colour Contrast Checker

Nile Blue:
#C0DFDA

Light Porcelain Green:
#2E867D

Olympic Blue:
#2B4D6A

Grey Black:
#3F3F3F

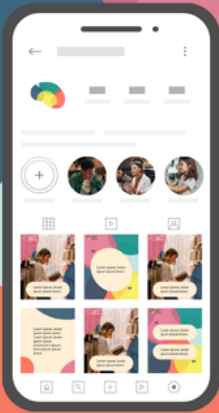
Lemon Yellow:
#F1E963

Tomato:
#E86652

Spinel Red:
#D16F89

Papaya Whip:
#FBEFD7

Socials



Images



Royalty free stock images may be used to foster a connection between the brand and target audience. Always ensure imagery reflects a diverse range of subjects. Ensure imagery includes white space, bright and doesn't appear too filtered.



Driving awareness through storytelling, trends, and neurodiversity advocacy—1M+ views.

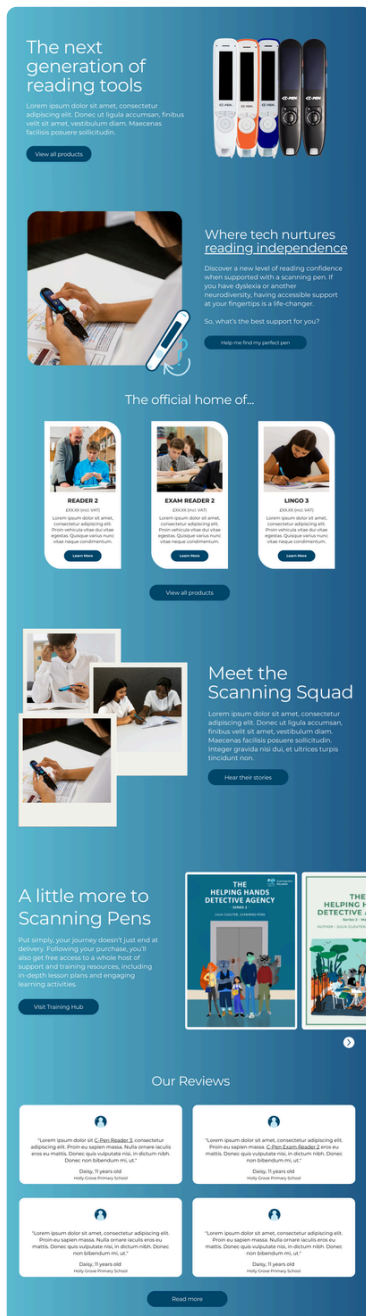
Led a community-driven TikTok strategy that smashed targets, expanded audience reach and built meaningful engagement around dyslexia awareness.

Brief: Raise awareness of the Succeed with Dyslexia movement among TikTok audiences. Raise global awareness, increase brand engagement among younger audiences and create viral moments around neurodiversity and dyslexia.

Strategic Planning: Analysed TikTok trends, carefully selecting topics that met brand standards to guide a data-informed strategy tailored to dyslexia advocacy and education.

Creative Execution: Creating a new influencer: collaborated with internal stakeholders to produce content with a friendly face, and create a brand influencer in their own right. **Produced a two-pronged content mix:** 1) evergreen dyslexia-awareness and brand content to promote, 2) timely, informative and emotionally resonant proactive content according to trending sounds and trends on TikTok, with a Succeed with Dyslexia message intertwined. All content needed to feel 'TikTok native' and utilise first-class accessibility practices such as closed captioning and dyslexia-friendly styling.

Results: The TikTok strategy reached over 1 million views, significantly increasing the brand's digital presence and engagement with new audiences. Videos were widely shared, sparked conversation in the comments, and drove traffic back to the brand website.



A user-centric, high-performing eCommerce platform that not only sells, but inspires.

Led the complete upgrade of the Scanning Pens website by managing several content & technical teams.

Brief: Reimagine the Scanning Pens website and manage the new platform integration to NetSuite SuiteCommerce Advanced.

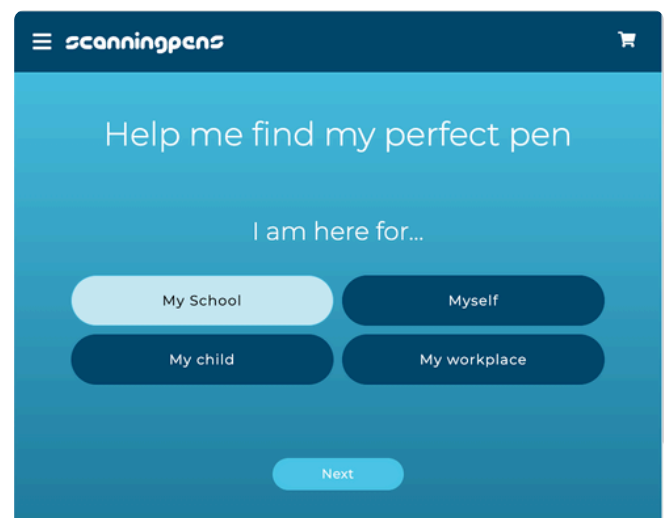
Strategic Planning: In-depth analysis of the existing website was conducted using Semrush, Google Analytics 4 and HotJar to identify areas for user experience and content strategy improvements. An external technical agency was appointed, and internal content and sales teams were briefed on new tasks and deliverables required for the project's development and launch.

Platform Integration: Spearheaded the migration to NetSuite SuiteCommerce Advanced, enabling a unified back-end system for inventory, order management, and customer data.

Creative & UX Execution: Directed the visual redesign to ensure consistency with the refreshed brand identity. Focused on clean layouts, simplified menus, and accessible design principles to cater to a broad audience. Collaborated closely with developers, designers, and content creators to bring the vision to life.

An added touch: I proposed and successfully executed a 'Reading Pen Quiz' on the Scanning Pens website, whereby audiences are directed to their 'perfect pen scanner' based on their answers to a handful of questions on their/their students' wants and needs from a reading pen.

Results: The relaunch delivered a significantly improved user experience, with early metrics showing increased time on site, reduced bounce rates, and stronger conversion rates. The fully integrated platform has empowered teams to manage content and inventory more efficiently.



Digital PR coverage that starts a conversation.

Led the end-to-end PR process for a range of clients. From strategy and ideation, to copywriting, distributing, selling-in and reporting.

Retail Times

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Silvaman Group set to fit out Salomon's first UK store

Published on 14/02/2019 by Fiona Briggs in Retail News, Retailer News

UK-based shop-fitting firm, Silvaman Group, have today announced that they have been chosen to fit out French brand Salomon's very first UK store at McArthurGlen's Cheshire Oaks Designer Outlet.

Phil Boden, Silvaman Group's CEO, said: "We are thrilled to be able to announce our latest project at McArthurGlen's Cheshire Oaks Designer Outlet for Salomon. The project has allowed us to create a shopping experience like no other in the village and improve on our approach toward sustainability. Being as environmentally friendly as possible is something I am particularly passionate about, and it's been a real privilege to be chosen to work with Salomon on their first ever UK store. I can't wait to be able to show off what we've created to the public."

Silvaman Group started working with Salomon to fit out the brand's temporary unit at Cheshire Oaks, which replaced the space left vacant by Bench, and opened at the end of October 2018. Works on the permanent Salomon store at Cheshire Oaks are due to commence on the 4 February and be complete in time for the big reveal on 28 March, 2019.

The permanent UK Salomon store, to be located at unit 5F at the designer village, is hoped to offer the brand's online shoppers even more of an experience when they visit the store. Silvaman Group, after landing the prestigious Salomon store fitout, have also landed a number of projects to be announced in the near future, and welcome more developments like the Salomon store in 2019/20.

Tamworth InformEd

15.05 / Tuesday 15th June 2018

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Local CBD brand swaps sugar for inulin in their capsules

Tuesday, 12th March 2019

[Business](#) / [Influences](#)

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TAMWORTH-based CBD company, Prime CBD, have recently announced that they have renovated their CBD capsule recipe, to replace the sugar derived powder for vegetable fibre, inulin, in a bid to cater for people with all dietary requirements.

Recognised as vegetable fibre, inulin has well-documented benefits as a prebiotic dietary supplement, as it feeds good microflora in the small intestine. The recipe renovation follows the leading CBD company's ethos of only using vegetable capsules in their product ranges.

Prime CBD began selling CBD oil in late 2015 before it became the successful business it is today. Now, Prime CBD are recognised within the UK as a leading brand, manufacturer and trusted supplier for CBD oil, CBD tincture, CBD spray and beauty products.

Mark Fletcher, director at Prime CBD said, "Ultimately, our customer's health and well-being is our number one priority. It has been our mission to be the best in the business from the very beginning of our journey, and we'll never lose sight of that. So, by ensuring we're using the most suitable, and beneficial ingredients in each and every one of our product ranges is imperative to our growth moving forward."

According to WebMD, inulin is a starch substance found in a wide variety of fruits, vegetables, and herbs and can be used to achieve weight loss, reduce constipation, lower blood sugar levels and lower triglycerides in some, but not all, people with high triglyceride levels.

CBD, short for cannabidiol, is one of the 114 chemical compounds, known as cannabinoids, that can be found in the cannabis plant. Unlike the most well-known cannabinoid, THC, tetrahydrocannabinol, CBD does not get the user "high" -> the sensation most commonly associated with cannabis. Thus, allowing it to be legally sold in the UK.

Prime CBD, recently launched the UK's first CBD subscription service, which allows their regular customers to get their repeat purchases delivered straight to their doorstep.

Mark continued, "We've been searching for a solution to replace chaff filling agents that are usually used in powder capsules, so we've decided to use an ingredient such as inulin added to our newly 'formulated capsules'."


With supplements containing CBD now able to be purchased in the UK, and increased interest from the general public, Prime CBD have seen interest in their skincare and beauty products, alongside their oils, tinctures, capsules, and sprays.

To find out more about Prime CBD, visit their website <https://primcbd.co.uk>

[illegible]

runner's radar

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WHY THE RUNNING WEAR HAS EMBRACED COMPRESSION WEAR TECHNOLOGY

22nd February 2016

[f](#) [t](#) [in](#) [v](#) [e](#)

Hitting the streets is something that's become increasingly popular within the UK over the last five years, and a lot of those people are heading into competitive running events and marathons.

UNIBOND, the compression wear brand who hit the sports/wear market last year, are keen to explain the benefits of their unique gear specifically for runners, and why it has been embraced as the next big thing for performance sportswear within the running world.

The research study UNIBOND's compression wear has claimed to show peak power gains of up to 4.2%, 17% more blood flow removal after a 30-minute recovery period, and reductions in time of completion of up to 4.5% during an 8km time trial, compared to no use of compression. In addition, studies carried out by The University of Birmingham also claim that it reduces your diastolic blood pressure by 3.4mm. These benefits are said to add up to create a fully rounded, inconceivable time advantage, leaving you to focus on your goals.

Oliver Rymondsson, founder at UNIBOND said: "After suffering a sports injury back in 2015, I realised that, whilst having to take my knee and invest in compression sleeves, runners can be labourious and expensive... that's where it came up with the idea of UNIBOND. There are so many barriers for using compression wear for cyclists and performance benefits of it. I hope, and we are excited that the UK market is taking us seriously. Anyone who uses compression wear in their running regime already knows the benefits, but we thought we'd give people who haven't yet come across it, some facts".

Here's UNIBOND's breakdown of what compression wear is, and how it can help people to perform at their best.

What is compression wear?

For a long time, compression has been used in the medical profession with the aim of treating circulation issues like lymphedema, post surgery swelling and even running thrombosis. Now, it can be seen used in sports in the form of tights and compression socks, as deemed by Puma Running, as it can aid in muscle recovery and increase performance levels.

Compression wear looks like most other running gear, and can be seen in the form of socks, shorts, tops and leggings. However, it's not just about wearing really tight gear. With specialist manufacturers such as UNIBOND, integrated technology allows you to make a simple top and leggings that begin to stimulate muscles before you even head out of the door.


Imperial Corporate Events planning to recruit 30 more staff as part of £5m growth plans

Company that supplies corporate events packages also relocating its Leicester headquarters to Meridian Place

By Tom Peggion Business Editor
08.55 | 1 NOV 2018

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The team at Imperial Corporate Events is celebrating strong growth

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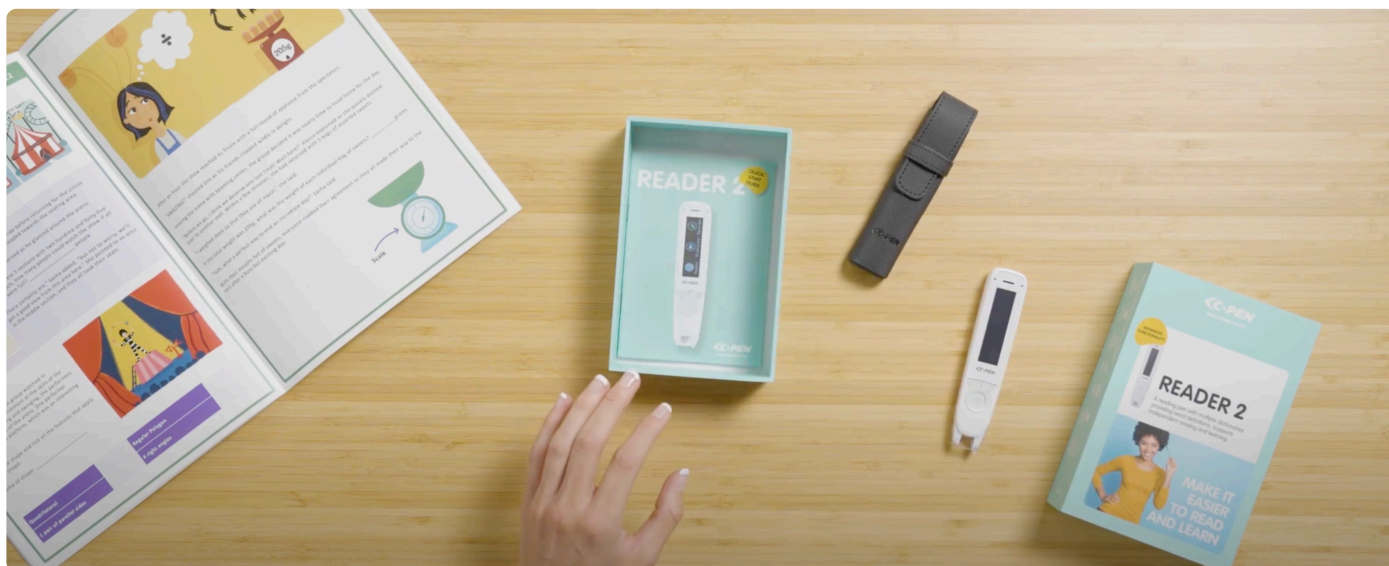
A company that supplies corporate events packages hopes to see £5 million growth and take on 30 staff in the next three years as it relocates its Leicester headquarters.

Imperial Corporate Events is moving from Charles Street to offices in **Mercury Place**, the former Leicester Mercury building, on November 6.

Neighbours will include **PPL PRS for Music** Acn and Recruitment firm Berker Ross.

Imperial has also announced the launch of Imperial Corporate Events London, based near door to the Bank of England in the capital.

Established in 2002 by entrepreneurs Peter Frosty, Glenn Posson, Robert Poulch and Michelle Shore, imperial's packages include major sporting events such as the Monaco Grand Prix, Royal Ascot, Henley Royal Regatta, The Ashes, Dubai World Cup and International rugby.



High-retention promotional and training videos.

Capture a library of glossy promotional videos and in-depth and supportive training videos for Scanning Pens.

Brief: Create content to be positioned on Scanning Pens' new educational hub, Training Hub.

Strategic Planning: Worked with senior stakeholders to develop a brief and budget for the video shoot, including research on customer frequently asked questions, existing content reports and competitor research.

Creative Execution: Closely collaborated with videographers, copywriters, social media and website teams to plan, storyboard and record 15 product-led videos, comprising of both promotional videos and instructional set-up and usage videos.

Results: A series of videos embedded on YouTube and the Scanning Pens' global websites that informs, educates and inspires audiences.

- **13.5k** views
- **382.5** watch time (hours)
- **44.9%** average view duration
- **Top performing video titles:** C-Pen Reader 2 | What's in the box? (3.3k), Using your Reading Pens (3k), C-Pen Exam Reader 2 | What's in the box? (1.5k), Quick Set Up (1.4k)



C-Pen Reader 2 | What's in the box?
There are many products in the C-Pen range, but this video goes through the contents of...



Quick Set Up | Reading Pens
Thousands of people from around the globe make use of the C-Pen range to support their...



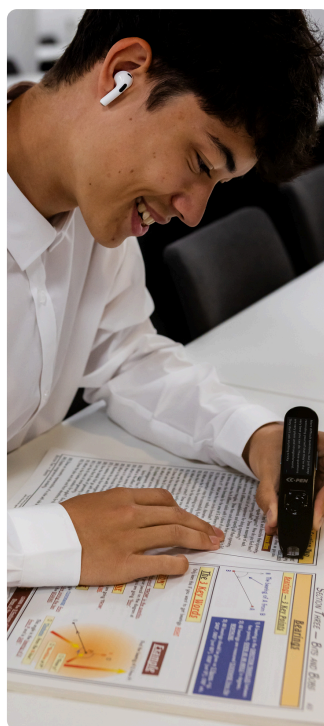
C-Pen Exam Reader 2 | What's in the box?
There are many products in the C-Pen range, but this video goes through the contents of...



Using Your Reading Pens
The Reader function is at the heart of every C-Pen reading support. The combination of...

A brand photoshoot to capture the reading gains from C-Pen Reader 3 & C-Pen Lingo 3.

Directed the creative vision for a photoshoot that captured empowered faces, social benefits and product ergonomics that appeals to the EdTech market.



What Others Say...



Toby Sutton

Mar 7 • @1

PRAISE

Praised **Chloe Garner**



We are incredibly fortunate to have Chloe as our Brand Manager. She is the creative genius behind all our brand and company personas, ensuring our styling is always on point. Her expertise extends to our websites and product development, making her an invaluable asset to the team. Plus, her commitment to a vegan lifestyle is not only inspiring but also a fun reminder that she's helping cows one vegan burger at a time at McDonald's!





Jodi Ecclestone · 1st

Social Media Team Lead 📱 ⚡

July 3, 2023, Jodi reported directly to Chloe May

Chloe has proven herself to be an exceptional manager and leader, consistently propelling our social team to new heights. Her talents in developing marketing strategies and paying meticulous attention to brand details are exemplary. Chloe fosters self-development among her team members and provides valuable training opportunities, resulting in a highly skilled and motivated team.

As a social media marketing manager, Chloe's performance has been outstanding. Her strategic vision, innovative ideas, and adaptability to industry trends have consistently delivered exceptional results and surpassed our goals.

Chloe's exceptional skills, commitment to team growth, and outstanding leadership abilities make her an invaluable asset to any organisation.



Roxanne Benton · 1st

Marketing & Communications | BA (Hons) 2.1 Marketing, PR & Advertising ⚡ MSc Marketing Management

November 9, 2023, Chloe May was senior to Roxanne but didn't manage Roxanne directly

Chloe has a true creative flair and is a born leader. I was very impressed with the induction and training that she had organised for me. Chloe was very supportive and always on hand if I needed anything! She is also skilled at creating marketing strategies and her strengths lie in Branding and Social Media. I have no hesitation in recommending Chloe.



Get in touch



chloemaygarner@outlook.com



[linkedin.com/in/chloemaygarner](https://www.linkedin.com/in/chloemaygarner)



www.chloegarner.co.uk

**Chloe
Garner
ACIM**

BRAND & MARKETING STRATEGIST

9 Years Marketing Experience | Skilled in Digital Marketing,
Branding, Social Media Strategies & Leadership Roles