

PORTFOLIO



Strategic Marketing Leader Driving B2B Growth Through Vision, Creativity, and Leadership.

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Brand & Marketing Strategist
Chloe Garner ACIM
2019 - 2026



LET'S GET STARTED

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.

I'LL COVER...

BRANDING

CONTENT CREATION

DIGITAL MARKETING & PR

REBRAND PROJECTS



C-PEN PACKAGING

I led the end-to-end design, development, and testing of premium unboxing experiences for two new products from C-Pen, a global leader in assistive technology. The aim was to create playful yet refined packaging that elevated brand perception, delighted users, and drove loyalty. I collaborated closely with supply chain teams to ensure all printed materials and accessories met brand standards and delivered a cohesive experience. I also directed designers and copywriters to create visually distinctive, functional packaging across every touchpoint. The final designs exceeded expectations, generating strong customer and reseller feedback and increased organic social sharing of unboxing moments.

EDTECH PRODUCT LAUNCH

BRANDING PACKAGING & ACCESSORIES

**WIDER DEPARTMENT LEADERSHIP &
COLLABORATION**

BRAND PERCEPTION AND CONSISTENCY



squid.



BEFORE



SQUID REBRAND

This project delivered an energising rebrand for a marketing agency, transforming 'Squid People' into 'squid.' with a punchy, contemporary, and memorable identity. The new name and distinctive 'dot' became the core brand asset, symbolising creativity, storytelling, and impact across disciplines. A refined visual system was introduced, featuring clean lines, confident typography, and a bold colour palette to express the squid. persona. The brand voice was intentionally clear, jargon-free, and self-assured, slick yet friendly, ambitious yet grounded. The rebrand launched through a comprehensive brand kit, gaining strong internal support and driving increased brand recognition, while attracting interest from new EdTech clients and collaborators.

MARKETING AGENCY REBRAND

INTRODUCTION OF DISTINCTIVE ASSET

COLLABORATION WITH DESIGNERS AND COPYWRITERS

COMPREHENSIVE BRAND BOOK



SUCCEED WITH DYSLEXIA REBRAND

This project evolved Succeed with Dyslexia into a modern, inclusive digital content hub with accessibility at its core. The brief focused on repositioning the brand from a positivity movement to a future-facing platform that champions neurodiversity and inclusion. Strategic planning included a comprehensive brand audit, audience and competitor research, and content matrix evaluation. The creative execution introduced dyslexia-friendly lowercase typography in dark grey for visual comfort, alongside an abstract brain brand stamp symbolising diverse ways of thinking through vibrant, overlapping forms. A bold new colour palette and refreshed, empowering tone reinforced the brand's role as a trusted, accessible source of content.

PURPOSE-DRIVEN REBRAND

BRAND AUDIT & COMPETITOR RESEARCH

COMPREHENSIVE BRAND BOOK



**#succeed
with
dyslexia**



TIKTOK STRATEGY

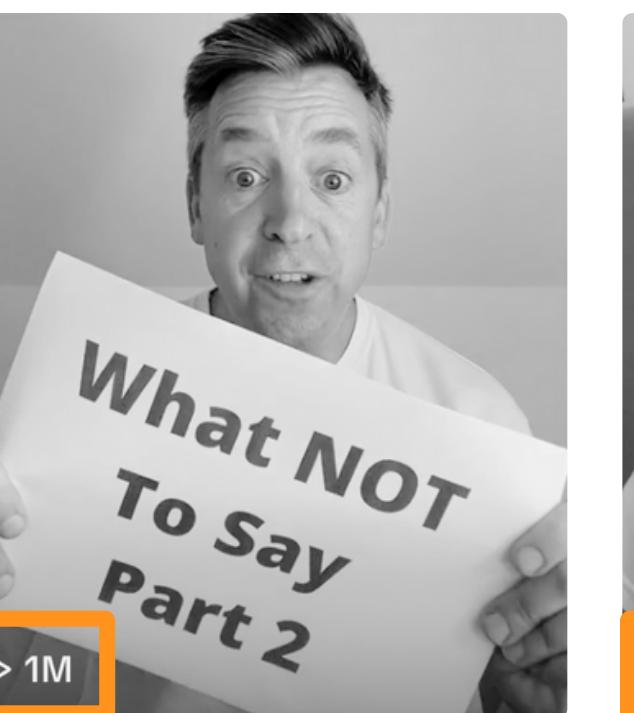
A community-led TikTok strategy was developed to raise global awareness of the Succeed with Dyslexia movement and engage younger audiences. Using data-driven trend analysis, the campaign combined storytelling, education and advocacy to create TikTok-native, accessible content. A new brand influencer was developed internally, delivering a two-pronged approach: evergreen dyslexia awareness content alongside timely, emotionally resonant videos tied to platform trends. Accessibility best practices, including captions and dyslexia-friendly design, were prioritised. The strategy exceeded targets, generating **over 1 million views**, strong engagement, widespread sharing, meaningful conversation, and increased traffic to the brand website.

TIKTOK COMMUNITY BUILDING

SOCIAL MEDIA TRENDS

CREATED AN INTERNAL INFLUENCER

OVER 1 MILLION VIEWS



SCANNING PENS WEBSITE

A user-centric eCommerce platform was reimagined to inspire as well as sell. I led the end-to-end upgrade of the Scanning Pens website, coordinating multiple content, technical and sales teams and overseeing migration to NetSuite SuiteCommerce Advanced. Data-led insights from GA4, Semrush and HotJar shaped UX, content and structural improvements. The platform integration delivered a unified backend for inventory, orders and customer data. A refreshed visual design prioritised clarity, accessibility and streamlined navigation. I also introduced a “Reading Pen Quiz” to guide customers to the right product. Results included improved engagement, lower bounce rates and stronger conversions.

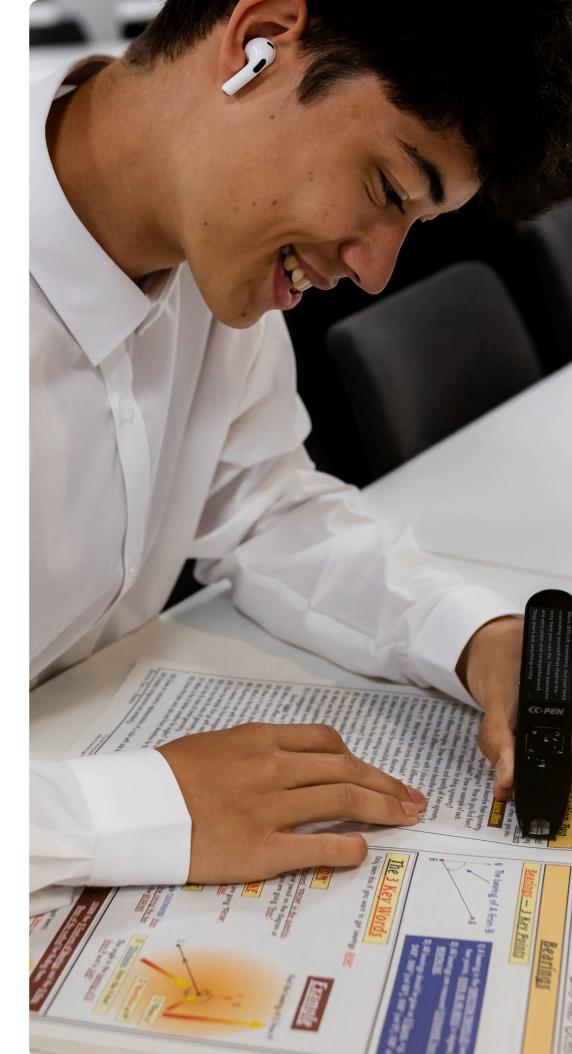
PROJECT MANAGEMENT

WEBSITE DESIGN AND VISION MAPPING

CMS BUILD

**WEBSITE INTERNAL AND EXTERNAL
LAUNCH**





PHOTOSHOOT

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.

TALENT ACQUISITION

DIRECTION ON THE DAY OF THE SHOOT



PR COVERAGE

PR STRATEGY CREATION DISTRIBUTION & SELLING-IN
PRESS RELEASE WRITING COVERAGE REPORTS

News . Business . Leicester City Centre

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 Merc Place

SHARE     COMMENTS  By Tom Peeden Business Editor 03.11.18 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](#), Aon and recruitment firm [Barker Ross](#).

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

Established in 2002 by entrepreneurs Peter Fribby, Glenn Foston, Robert Pouch 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.



runner's radar

HOME EVENTS ADVICE NUTRITION GEAR RUN HERE BLOGS BOOKS COMPETITIONS MAGAZINE



RECOMMENDED

- Teenagers 'lucky' to avoid serious injury as tablet burns in bed
- The Aldi product shopper rated best and worst
- Investigations into East Midlands Trains contract row
- Flying Scotsman is coming to Leicester this weekend
- Mum's hilarious rant about the 'Joy' shopping at Aldi

WHY THE RUNNING WORLD HAS EMBRACED COMPRESSION WEAR TECHNOLOGY

22nd February 2019

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.

UNBOWND, the compression wear brand who hit the sportswear market late 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 of UNBOWND's compression wear has claimed to show peak power gains of up to 4.5%, 77% more blood flow, a 20% more rapid recovery and reductions in time of completion of up to 53% during an 8km bike ride, compared to no use of compression. In addition, studies carried out by The University of Birmingham also claims that it reduces your diastolic blood pressure by 54.6%. These benefits are said to all add up to create a fully rounded, incomparable training experience, leaving you to focus on your goals.

Oscar Ryndlewicz, founder at UNBOWND, said, "after suffering a sports injury back in 2015, I realised that, whilst having to tape my knee and invest in compression sleeves, recovery can be laborious, and expensive - that's when I came up with the idea of UNBOWND. There are so many benefits for using compression wear for cyclists, and proprioceptive benefits of K-Tape, and we're excited to see the UK market take up our technology. Anyone who uses compression wear in their running regime already knows the benefits, but we thought we'd give people who've not yet come across it, some facts".

Here's UNBOWND'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 deep vein thrombosis. Now, it can be seen used in sports in the form of K-Tape and compression socks, as donned by Paula Radcliffe, 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 UNBOWND, integrated technology allows you to wear a simple top and leggings that begin to stimulate muscles before you even head out of the door.

15:28 / Tuesday 25th June 2019

Tamworth Informed

Local CBD brand swaps sugar for inulin in their capsules

Tuesday, 12th March 2019

Business / Staffordshire



Share this:   

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

Categorised as vegetable fibre, inulin has well-documented benefits as a prebiotic dietary supplement, as it feeds good microflora in the small intestines. 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 balm, 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's been our passion 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-like substance found in a wide variety of fruits, vegetables, and herbs and can be used to achieve weight loss, relieve 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 104 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 consumers to get their repeat purchases delivered straight to their doorstep.

Mark continued, "We've been searching for a solution to replace cheap filling agents that are usually used in powder capsules, so we're thrilled to have 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 success in their skincare and beauty products, alongside their oils, e-juices, capsules, and sprays.

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

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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.



THANK YOU

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