

Refreshed and Ready to Rumble

Organization: Energeia USA

Project duration: Six months

Summary of skills used: B2B, brand development, brand management, collaboration, content development, coordinating cross-functional teams, document development, logistics, optimizing efficiency, project management, relationship building, research, training

Project background: The firm lacked a dedicated marketing person to establish and ensure consistency regarding the company's identity.

Challenges:

- Creating consistently formatted presentations for clients.
- Providing effective support for both the Australian and California offices.
- A fast-paced environment with time sensitive deliverables.

Approach:

Listen

I listened to where the consultants were having the most trouble and what else might help with improving format consistency.

Learn

I needed to know what resources they had and where to find them. I also needed to learn how each office operated, especially regarding their current content creation processes.

Leverage Findings

After doing a deep dive into the company's internal workings and consulting the consultants, I needed to develop a solution that would alleviate or at least vastly reduce the impact of all three major challenges.

Results:

Brand standards were developed to maintain and ensure consistency across all marketing and communication channels.

Internal efficiency and communication consistency between offices increased due to the creation of templates, training resources and user manuals.

Processes for creating and updating documents were developed and implemented.