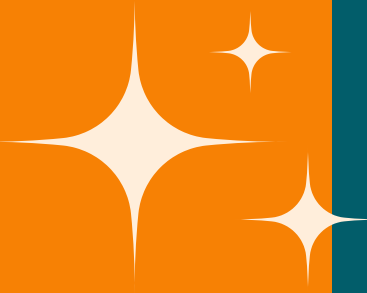




Sophie Greenly

Professional portfolio

Making lemonade with brands across the UK, New Zealand & Canada.



Hi! I'm Sophie

...a dreamer, a deep-thinker and a do-er! Over the past 12 years, I've worked in all-encompassing marketing roles, helping entrepreneurs define & amplify their brands. Now, I'm bringing my Jill-of-all-trades experience to help small business owners get a bit of their life back.

I've helped launch restaurants, coordinated events, developed products, designed posters, created brand kits, built websites, briefed photographers, assisted shoots, wrote articles, edited magazines, handled contractors, ordered stock, managed diaries, recruited staff, booked travel and even curated luxury vacation itineraries...it's been a wild ride! But I've learnt over the years that I'm happiest when I'm doing it all - no task too big or small!



Education



BA Communications (hons) 2:1

2008 - 2011

Analysing the social, cultural, and political impact of media & communication. This course was complemented with a student exchange term at Queensland University of Technology in Brisbane Australia.



BASI Pilates Mat Certificate

2024-2025

Certified as a 'Teacher in Training' after undergoing an intensive course in classical Pilates with Body Arts & Science International.



Brand Development: Brickworks

I was employed by Brickworks Hospitality Group to elevate the brand from a Pub, offering burger & beer deals, to a premium restaurant & gin bar, showcasing fine food & cocktails. Brickworks is now known as 'Whistler's Gin Bar', boasting 4.7* on Open Table (614 reviews).

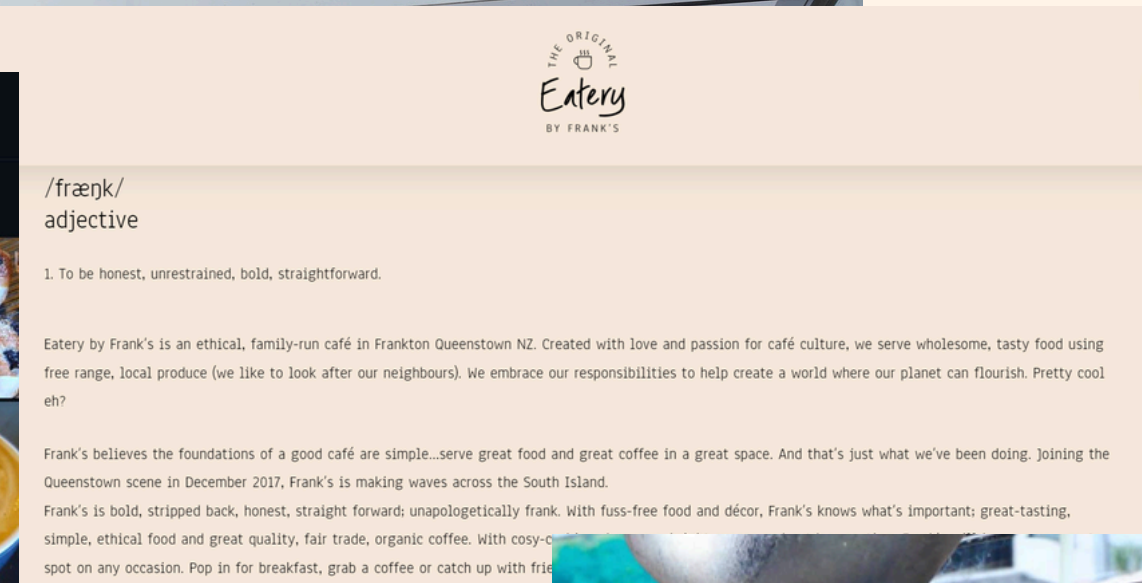
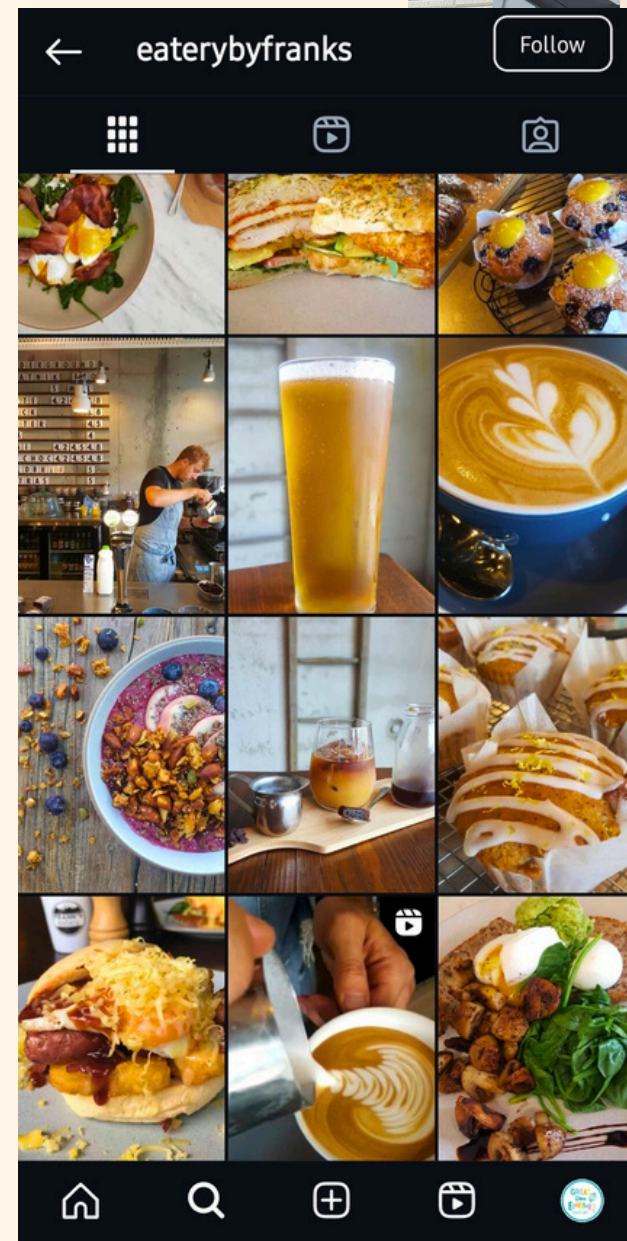
- Creative Direction
- Marketing & Administration
- Print & Digital Design
- Content Creation
- Photography Assistance
- Web Design & Copywriting
- Event Planning & Coordination
- Project Management
- Communications



Brand Development: Frank's

I was scouted for this family business to develop the brand for expansion and to support with marketing & admin. Through a strong brand identity and high-impact marketing, the brand quickly became a hotspot, and one of the leading cafes in Queenstown, New Zealand.

- Marketing & Administration
- Creative Direction
- Content Creation
- Print & Digital Design
- Copywriting
- Photography Assistance
- Communications
- Project Management
- Event Planning & Coordination



Event Planning & Coordination: Lemonade Events - Canada Goose & Ineos

I was brought in to work with event curators Lemonade as Project Coordinator to support two multi-day events: a brand activation for fashion retailer Canada Goose in Haida Gwaii, and a media drive for British car manufacturer, Ineos Grenadier on the Sunshine Coast. The projects required a high level of organisation, attention to detail and adaptability, working across multiple suppliers, stakeholders and locations to deliver memorable, high-end experiences.

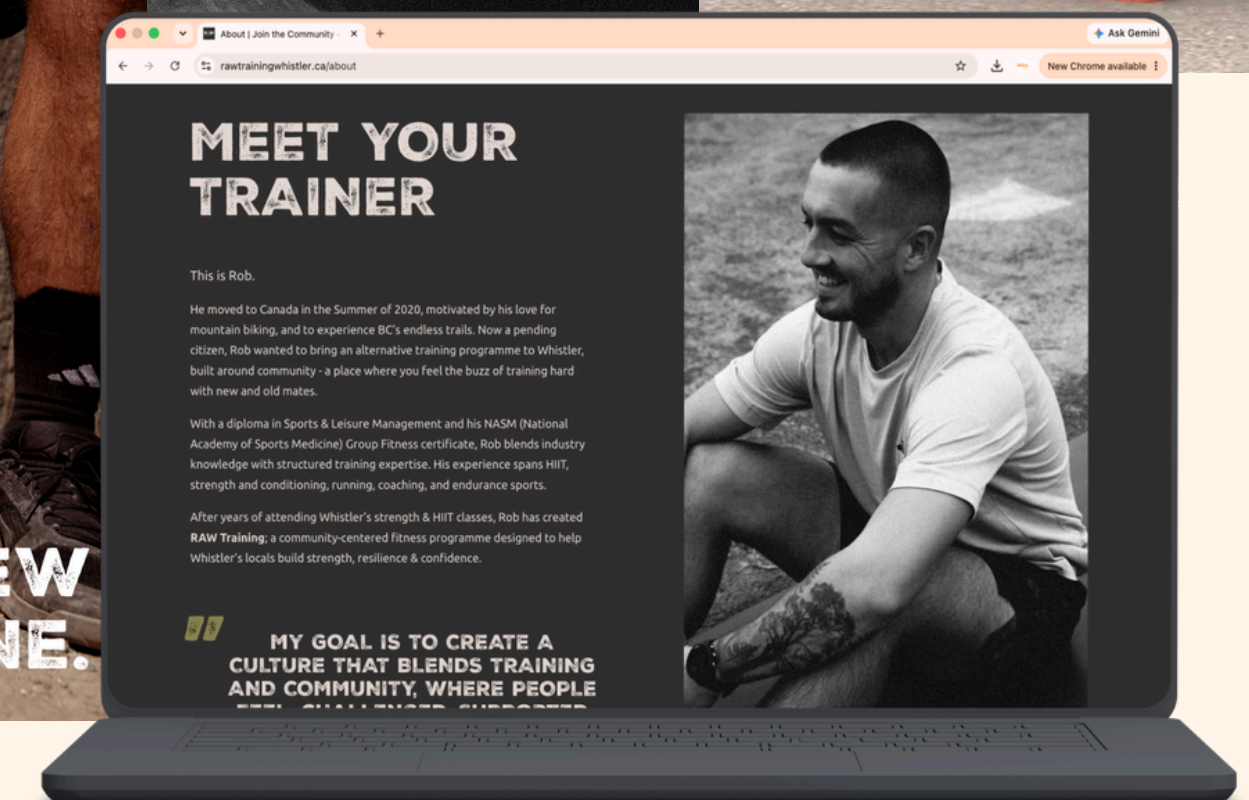
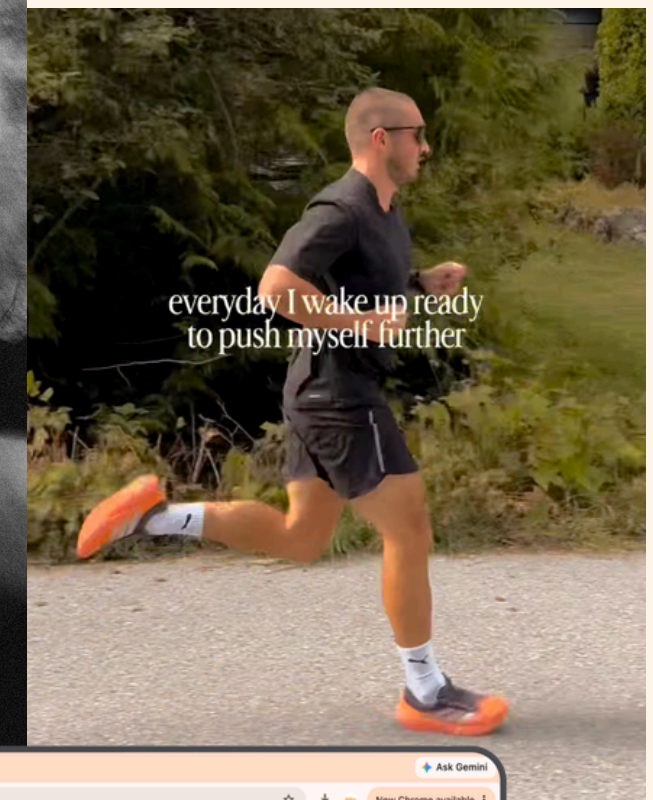
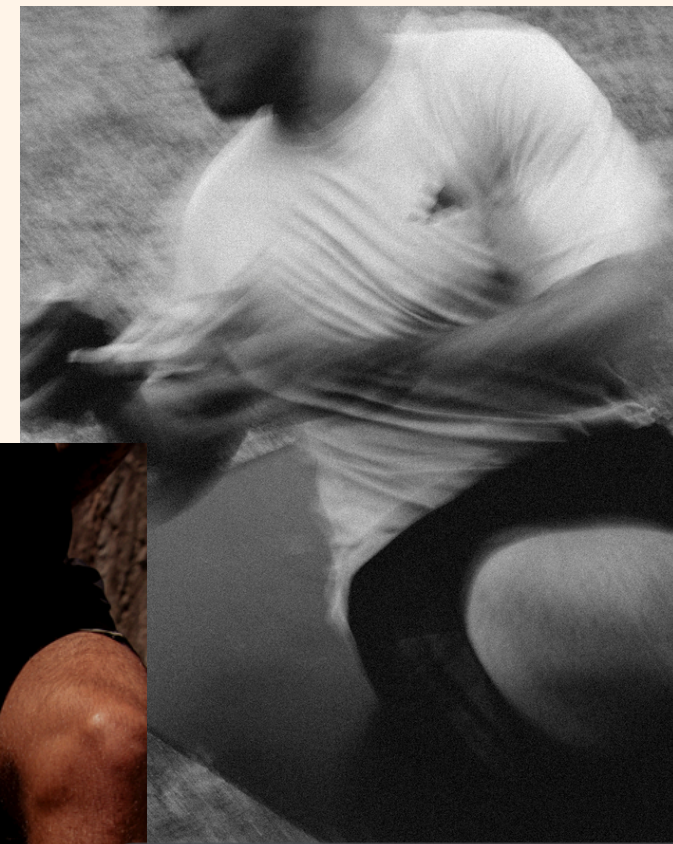
- Event Planning & Coordination
- Administration
- Content creation



Brand Development: RAW Training

I worked closely with founder and partner, Rob, to bring RAW Training to life from ideation to launch. I developed the brand identity and visual direction, then carried it through to the website, copywriting, print design & Instagram. The goal was to create a bold, energetic brand that reflected RAW's approach to fitness, while still feeling welcoming and community-focused.

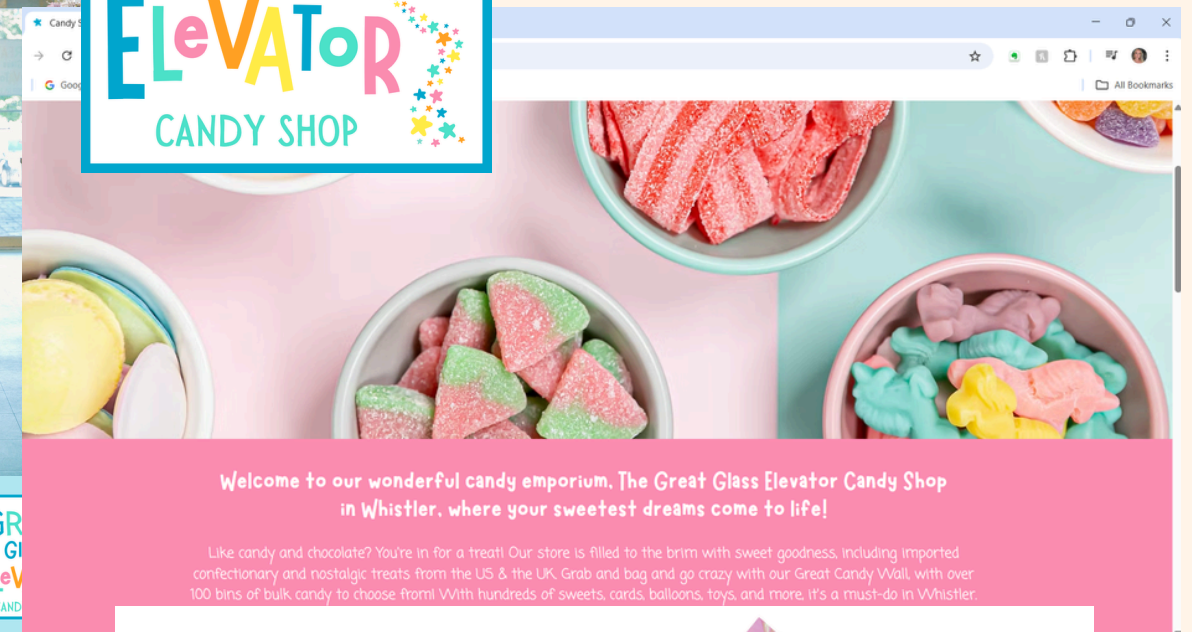
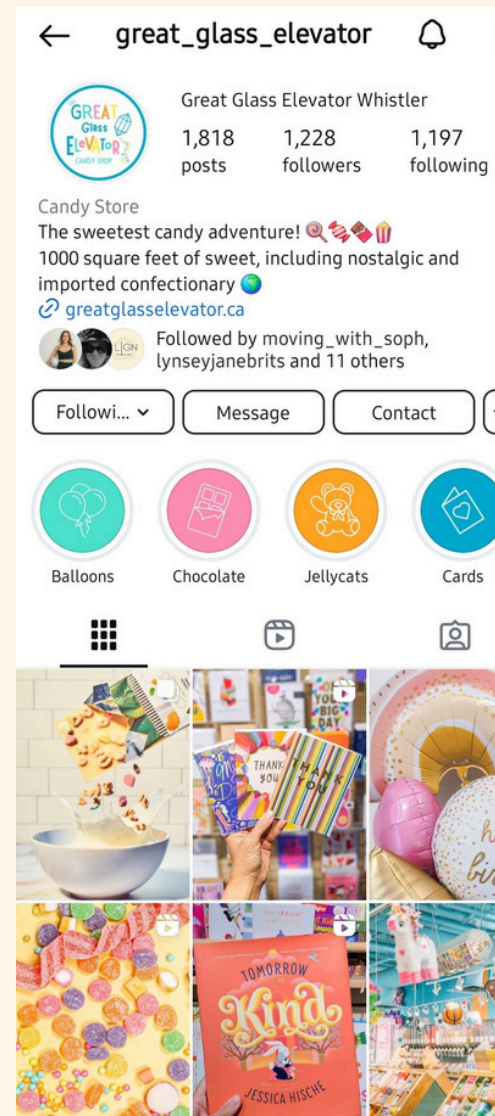
- Branding
- Creative Direction
- Marketing
- Administration
- Content Creation
- Print & Digital Design
- Copywriting
- Photography Assistance



Brand Development: Great Glass Elevator

I was brought in to refresh GGE's brand, oversee its rollout, and create a new website. Working closely with owner Kelly, I developed a bright, youthful visual identity that felt fresh and modern while staying true to the brand's roots and paying homage to its previous owner. Following the successful website launch, I continued working with GGE on an ongoing basis, creating content and providing marketing support.

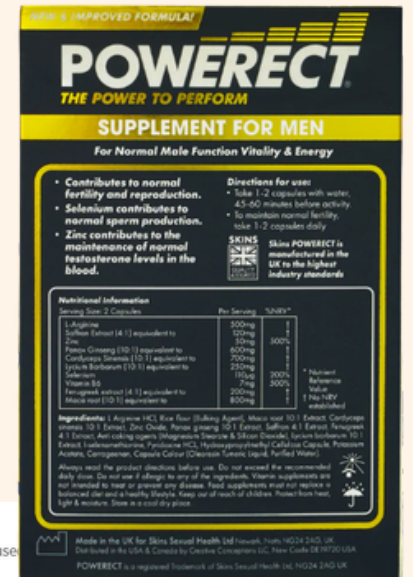
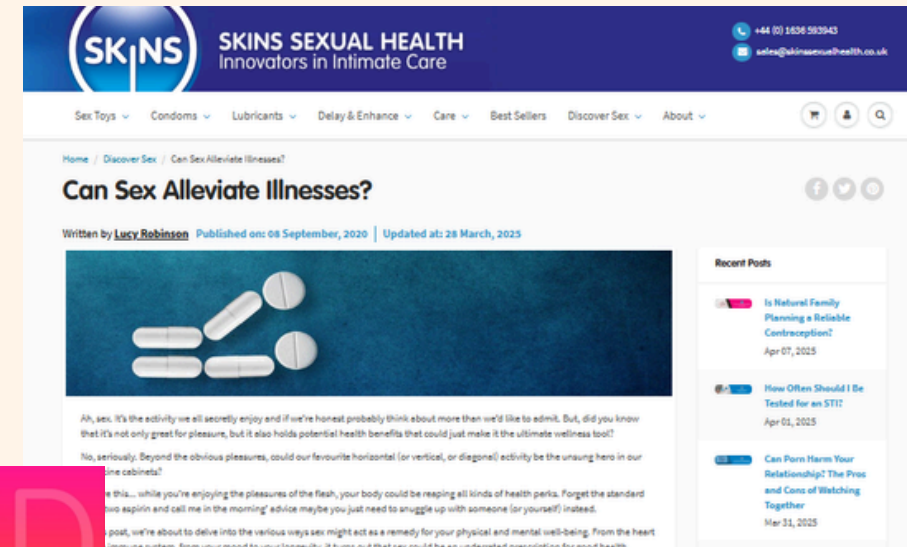
- Creative Direction
- Web Design & Copywriting
- Content Creation
- Project Management
- Print & Digital Design
- Photography Assistance



Brand Development: Skins & Creative Conceptions

Joining CC's marketing team, I was brought in to enhance their existing Skins Sexual Health brand, manage their social media, create a brand identity for a new health & wellness product and develop new board games for retail.

- Copywriting
- Content Creation
- Creative Direction
- Project Management
- Marketing & Administration
- Event Assistance
- Communications
- E-commerce
- Proofreading



No Latex Smell

Many condom users say they do not like the latex smell often associated with condoms. Skins condoms are made from a premium natural latex, which is free from any artificial latex smell and allowing Skins users to enjoy a far more natural and sexy intimacy.

Extra Lubricated

Skins condoms use a premium **silicone lubricant** for all their condoms and add a little more **lube** than usual. This extra lube makes Skins really comfortable and easy to put on, but also means better protection because after teeth and nails, lack of lubrication is the third highest cause of condoms splitting.

Simple Naming Policy

When buying condoms you want to know exactly what you are buying, quickly and without having to ask or stand at a counter reading the information on a pack. So when it came to naming their condoms Skins called each variety exactly what it is. If you want an Ultra Thin Condom you buy a **Skins Ultra Thin**, if you are well endowed then the **Skins Extra Large** is for you and so on – all designed to make your choice as quick and easy as possible. So no embarrassing questions, just one look at the name and it's easy to decide which Skins condom is right for you.

Great Price

As we believe natural feeling, clear looking, great smelling condoms should be affordable to all, Skins offer a top quality product at a very affordable price.

Unique Pack sizes

We just couldn't resist; Skins are available in packs of 4, 12 and 16. What better way to cover your tips than with a Skins condom from a Skins 4-pack! Not only have you got a cheeky Skins pun, it also means that with a similar price to other 3-Packs you get an extra condom free.

Skins Cube: Get More Bangs for your Buck!

Skins Sexual Health are here to spice up your sex life with the Skins Cube and its design led packaging that proves, its hip to be square.

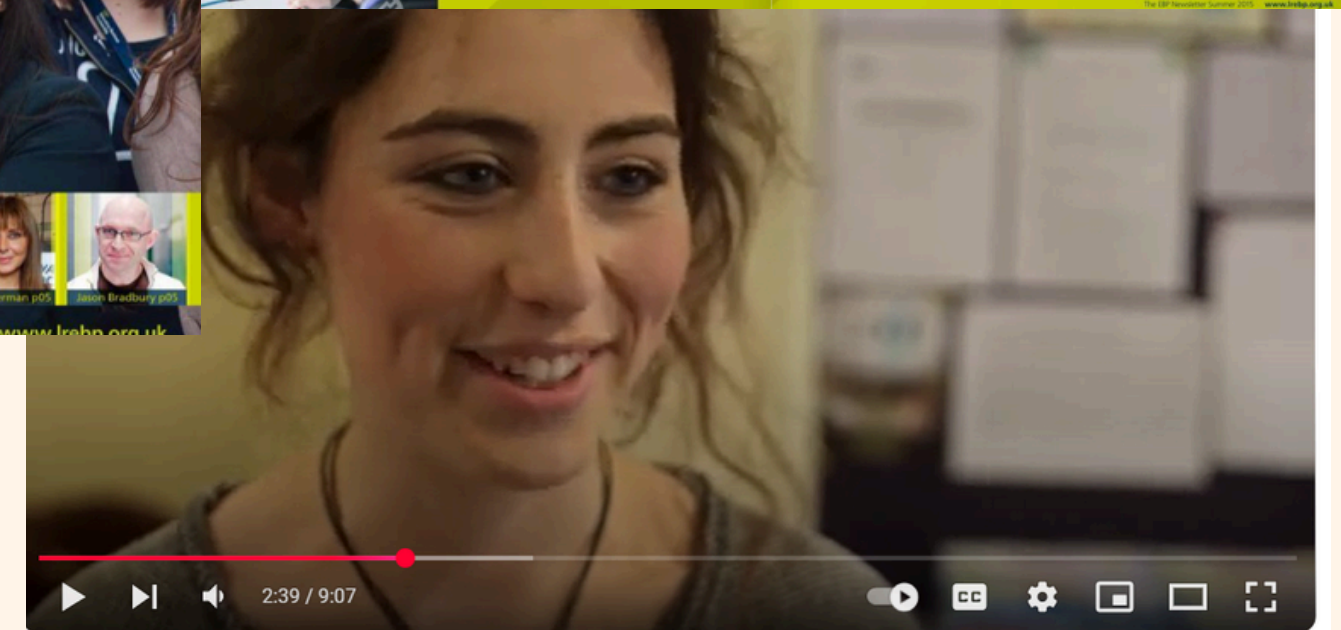
Everyone knows they should use condoms, but research shows many people are still too embarrassed to buy them, carry them and even have them at home. The Skins Cube design moves condom purchasing away from the furtive, grab it and go event to a positive lifestyle choice. The Skins Cube meets the Skins Sexual Health objectives by offering premium quality condoms at a great price, £9.99 for 16 of the very best condoms.

With 16 individual, separate condoms in an easy-access storage box, the Skins Cube is a bedside staple. No more clumsy drawer-rummaging and ripping off strips. The Skins Cube condoms are ready to use. Single condoms mean no strips and that means no rips, ensuring you're as protected as possible!

Marketing & Administration: The EBP

Working as Marketing Coordinator for The Education Business Partnership, I supported internal and external communications across multiple departments. My primary responsibility was managing, writing and editing TermTalk, an education-focused print and digital newsletter distributed to more than 1,500 schools and businesses across Lincolnshire, UK.

- Communications
- Copywriting
- Filming Assistance
- Event Assistance
- Project Management
- Creative Direction

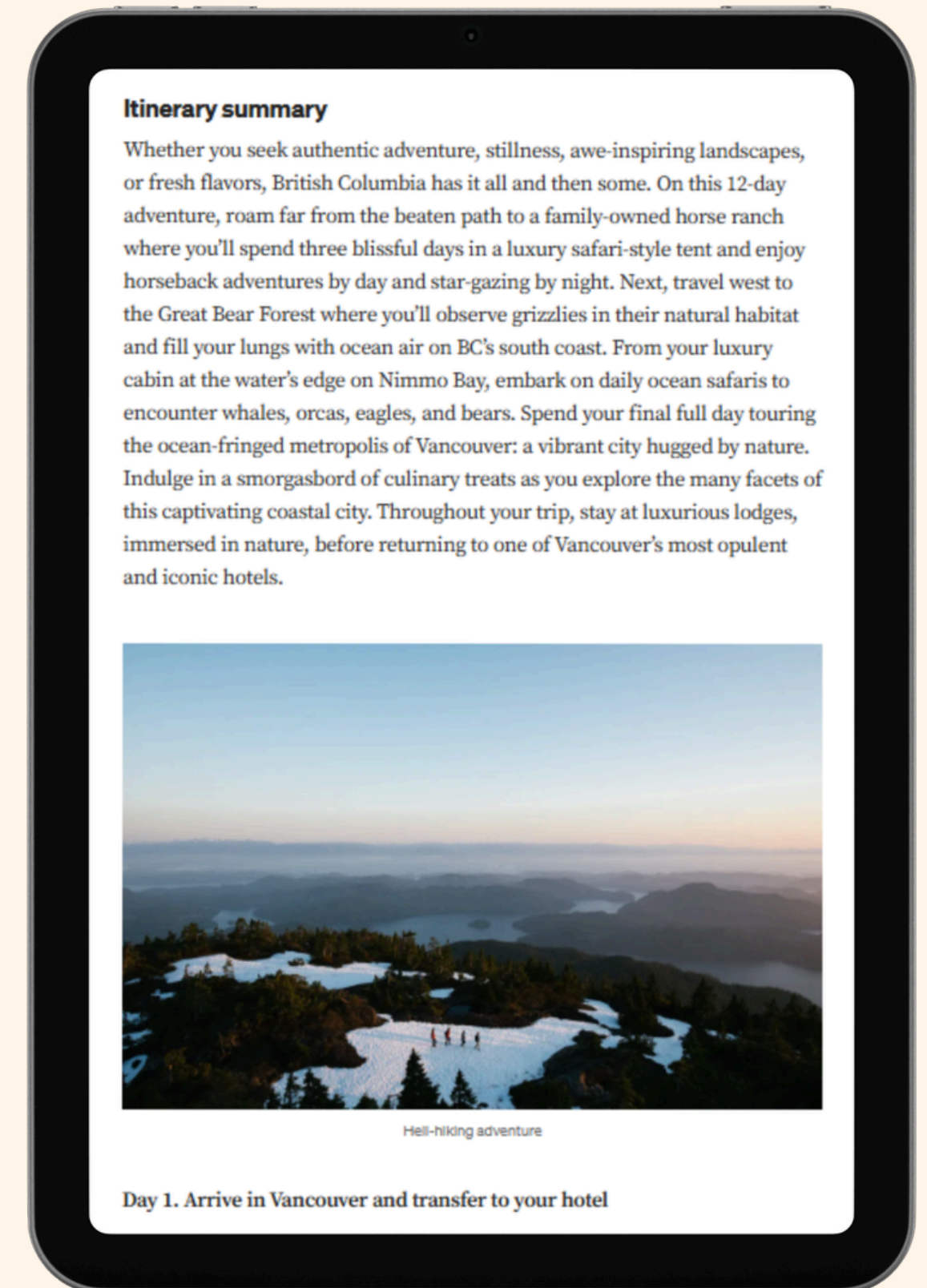
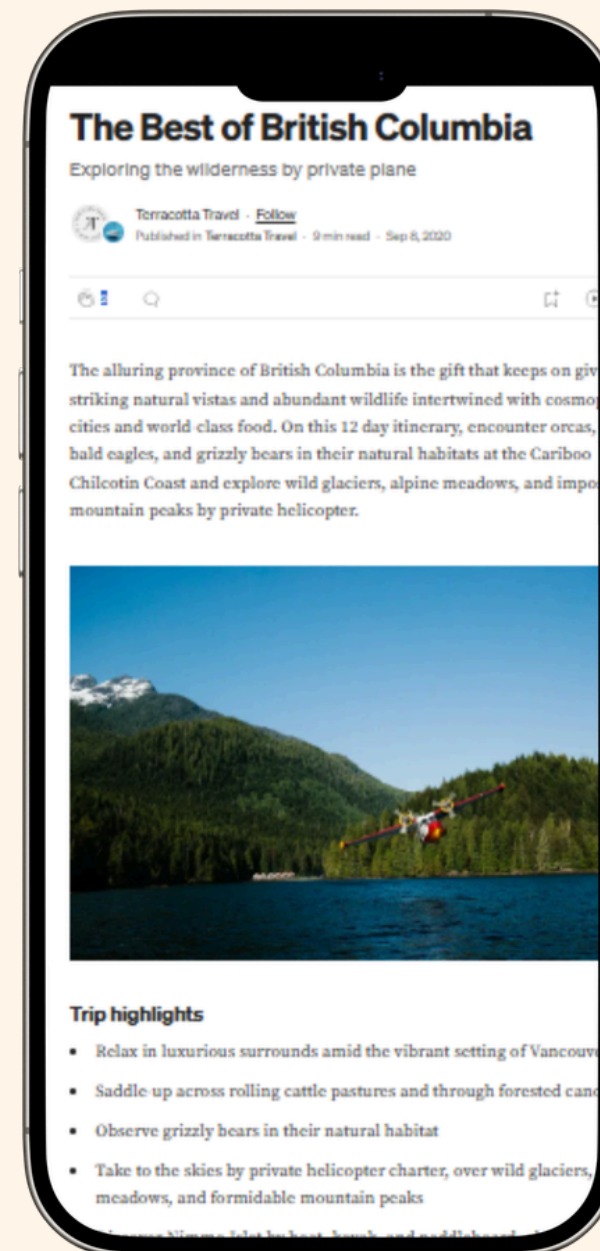


Content Creation & Administration: Terracotta Travel



I was hired as a freelance Canada representative for Anna's luxury travel company, where I had the opportunity to experience and research Chilko Experience Wilderness Resort firsthand on a research trip. Following my stay, I prepared a detailed accommodation and tour report for Anna, managed ongoing relationships and feedback with the resort team, and curated a long-form travel itinerary blog post to showcase the experience to prospective travellers.

- Content Writing
- Copywriting
- Field Research
- Communications
- Administration



Let's Work Together!

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