

## Chloe Richards

### Owner

## Six1Seven Brand Strategy & Communications



Good communication is crucial to the success of any company, project or campaign. It could be a requirement to keep teams engaged and updated on changes or initiatives or provide a plan for regular project updates or even a managed recruitment campaign.

Chloe has over 25yrs of marketing and communications experience, working for both corporate organisations in the transport and engineering sectors and for international marketing agencies working on business to business, internal communications, PR, social media as well as consumer facing campaigns, both digital and print.

In 2018, she launched Six1Seven Brand Strategy & Communications to help businesses get clear on the best way to articulate their key messages and reach their audience, whether that's their own customers or employees. She helps her clients create powerful business stories that have a clear position and message, connect with their customers to grow. The services she works with clients on are:

- Defining marketing strategy for organisations
- Identifying & articulating key messages to connect with the right audience
- Developing communications plans to be delivered by clients
- Acting as a trusted advisor to senior lead teams on marketing & communications
- Delivering campaigns and plans on behalf of clients

Chloe is always mindful of the business objectives for each project and success criteria is monitored on the commercial success of a campaign. This is so that she can ensure that the communications are having a direct and positive impact for clients.

#### Client testimonial

“Chloe has a listening approach, finding out what’s going on in the business. Her efforts actually translate into the bottom line, she is outcome orientated and has a very commercial view.” *Tracey O’Keefe. Managing Director Hospice Quality Partnership*

Following her graduation from Leicester University Chloe completed her Certificate in Marketing (CIM) and has taken several courses in brand and digital marketing and social media trends to continue to be a trusted advisor to her clients.