



## Creative Production Partner for Corporate Internal Communications Teams

### VISION STATEMENT

To strengthen how organizations communicate internally by delivering polished, brand-compliant design support that keeps teams aligned, informed, and moving forward.

Kirby Mack Creative partners with internal communications and cross-functional corporate teams to provide dependable production support for high-visibility deliverables, especially when timelines are tight, stakeholders are many, and consistency matters.

### CORE COMPETENCIES

#### STRATEGIC CREATIVE DIRECTION

- Production partnership for corporate Internal Communications and Marketing Communications teams that need fast, brand-compliant execution.
- Visual communication support that improves clarity, engagement, and consistency across internal channels.
- Creative direction and alignment support to ensure deliverables follow existing brand standards and stakeholder expectations.

#### DESIGN & COMMUNICATION SERVICES

- Internal communications design for enterprise teams (employee updates, change communications, culture initiatives, and executive messaging).
- Presentation design and production (Town Halls, All-Hands, leadership updates, training decks, internal program rollouts).
- Document and one-pager layout (internal reports, program summaries, initiative briefs, executive-ready documents).
- Digital assets for internal channels (intranet banners, email headers, internal campaigns, and digital signage).

## DIFFERENTIATORS

- **Fractional Production Partnership Model:** Reliable ongoing support that functions like an extension of your internal team, without adding headcount.
- **Corporate-Ready Process:** Built for stakeholder-heavy environments, brand compliance, and quick turnarounds.
- **Consistency at Scale:** Helps teams maintain a unified look and feel across departments, channels, and recurring deliverables.
- **Executive-Ready Output:** Polished visual hierarchy and presentation standards designed for leadership audiences.

## PAST PERFORMANCE & REPRESENTATIVE WORK

- **Enerflex, LTD:** Created branded collateral for internal communications and product lines, strengthening visual consistency and alignment across corporate messaging.
- **NexTier Completions Solutions:** Provided creative production support for ads, external collateral and internal communications.
- **Houston Housing Finance Corporation (HHFC):** Developed a cohesive brand identity, responsive website, and coordinated collateral to modernize HHFC's image and enhance stakeholder engagement for Houston's leading affordable housing organization.
- **Firefly Inclusion Solutions:** Redesigned Firefly's digital presence with a custom website, brand-aligned collateral, and photoshoot direction; amplifying visibility and credibility for this global DEI consultancy.
- **Women's Energy Network (WEN):** Led creative direction for WEN's National Conference, crafting a bold event identity that energized attendees and spotlighted innovation across the energy industry.
- **ADM Insights & Strategy:** Refined ADM's brand and website to convey its human-centered research approach, reinforcing authority and trust among clients and partners.

## PRIMARY CLIENT TYPES

**Corporate Internal Teams:** Internal Communications, Marketing Communications, Employee Experience, HR/People Ops, CSR/ESG, Learning & Development, Executive Support, and Program/Operations teams seeking external design production support.

**Small Firms & Agencies:** Boutique firms seeking strategic design partners for overflow creative support.



### NAICS CODES

- 541430 – Graphic Design Services
- 541613 – Marketing Consulting Services
- 541511 – Web Design Services

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WOMAN-OWNED, MINORITY-OWNED, SMALL BUSINESS CERTIFIED  
OPERATING NATIONWIDE  
(REMOTE + ON-SITE COLLABORATIONS)