

# Fractional Creative Partner for Corporate People & Culture Teams

ON-DEMAND CREATIVE PRODUCTION SUPPORT FOR  
HR, INTERNAL COMMUNICATIONS, CSR & CULTURE DEPARTMENTS

## VISION STATEMENT

When the in-house creative team is downsized, overwhelmed or focused elsewhere, everything that goes out still carries your brand. Kirby Mack Creative provides on-demand creative execution for HR, Internal Communications and People & Culture departments; keeping your communications polished, consistent and professional without adding headcount or hoping an AI tool gets it right. We plug in as a trusted creative partner from a single project to ongoing retainer support.

## CORE COMPETENCIES

### ON-DEMAND CREATIVE EXECUTION

- Flexible creative production support for teams that need fast, brand-compliant work without the overhead of a full-time hire
- Seamless integration into existing workflows, brand guidelines and approval processes so nothing slows down
- Scalable engagement model that starts with a single project and grows into ongoing retainer support as needed

### PEOPLE & CULTURE CAMPAIGNS

- Recruitment collateral, onboarding kits and employer brand materials that attract the right candidates and make a strong first impression from day one
- Employee recognition programs, internal campaign visuals and culture initiative materials that keep your workforce engaged and connected
- Company summit, town hall and internal event design that makes every touchpoint feel intentional and professionally produced

### COMMUNICATION & PRESENTATION DESIGN

- Slide deck design and cleanup for leadership presentations, training rollouts and all-hands meetings
- Internal reports, initiative briefs and one-pagers designed to go straight to stakeholders without revision
- Digital assets for internal channels including intranet banners, email headers and digital signage

## DIFFERENTIATORS

- **Fractional Production Partnership Model:** Functions as a seamless extension of your team without the headcount, onboarding or management overhead of a full-time hire.
- **Corporate-Ready Process:** Built for stakeholder-heavy environments with fast turnarounds, brand compliance and zero back-and-forth on things that should have been right the first time.
- **Brand Judgment You Can Trust:** Unlike AI tools or generalist freelancers, every deliverable is shaped by deep corporate creative experience so what goes out actually looks like it belongs to your organization.
- **Low Lift, High Output:** You send the brief, we handle the rest. No hand-holding, no creative direction required and no fixing work that came back wrong..

## REPRESENTATIVE EXPERIENCE

- **Enerflex, LTD:** Produced 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, internal communications and branded collateral; initially embedded as a senior creative resource then retained as an external agency partner following acquisition.
- **Houston Housing Finance Corporation (HHFC):** Established a foundational brand identity and web presence, now serving as an ongoing creative partner providing monthly graphic design support across collateral and communications needs.
- **Women's Energy Network (WEN):** Led creative direction for WEN's National Conference, delivering a bold event identity and full suite of event materials that energized attendees and elevated the organization's presence.
- **Fairmount Santrol:** Supported a global energy company across high-stakes creative deliverables including a \$90M RFP bid package and the Crayola Play Sand national retail launch, producing polished brand-compliant materials under tight deadlines and high visibility.
- **NRG & Shell:** Directed photography and produced visual assets for two of Houston's largest energy companies, delivering enterprise-grade visual content that met the brand and communication standards of large-scale corporate organizations.

## PRIMARY CLIENT TYPES

**Corporate People & Culture Teams:** HR, Internal Communications and CSR departments inside mid-to-large organizations that need reliable creative production support without adding headcount.

**Corporate Communications & Marketing Teams:** MarCom and Communications teams that have lost creative bandwidth due to downsizing or shifting priorities and need a trusted overflow partner.

**Operations & Program Teams:** Learning & Development, Executive Support and Program Operations departments that produce regular internal deliverables but have no dedicated creative resource on staff.

### NAICS CODES

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

### NMSDC MBE CERTIFIED

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