

Heather Creighton — Marketing Portfolio

I'm a strategic, creative, and execution-oriented marketing leader with experience building brands from the ground up, enabling sales teams, and driving digital engagement at scale. This portfolio showcases a curated sample of my work across content, branding, campaigns, and organizational change. All corresponding visuals and files are available in the attached folder.

Thought Leadership Articles

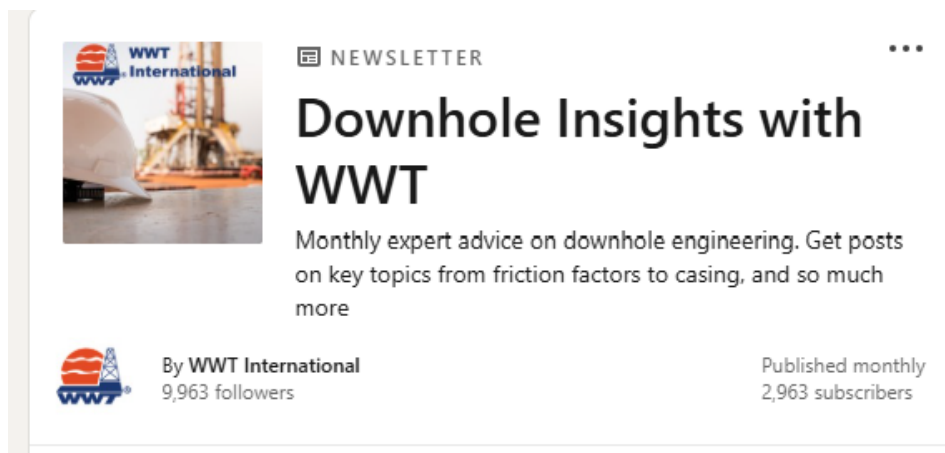
1. [Bridging the Gap Between the Middle East and the U.S.](#)

2. [How AI Is Changing the Industry](#)

I interviewed internal engineers and technical SMEs to translate complex concepts into engaging, accessible content. These articles helped position our team as forward-thinking and global, while aligning technical expertise with customer interest. These two are just a couple examples out of the many many articles I'd write.

Newsletter Creation

Launched the first monthly newsletter for our organization. From concept to launch, I developed content strategy, branding, layout, and copywriting. The newsletter continues post-departure, reflecting its value and sustainability.



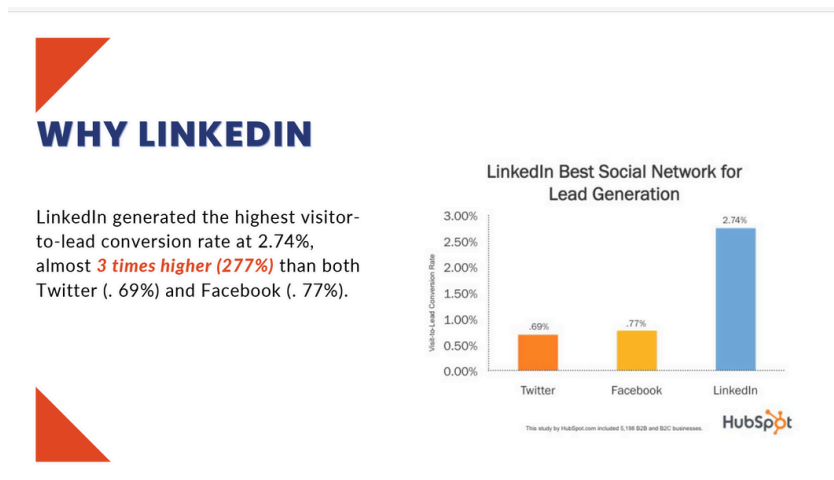
"LinkedIn & You" Lunch + Learn Course

I developed and taught a company-wide workshop focused on empowering employees to contribute to our brand online. This included:

- A live training session
- Downloadable slide deck and materials
- Participation incentive plan
- Metrics tracking of post frequency and engagement

The session led to a 50%+ increase in employee LinkedIn activity and helped create a unified external voice.

📁 Slides and guide included in folder



🧠 Strategic Campaigns & Annual Planning

📁 Strategy deck and rollout plan included in folder

1. SOUL Campaign (Full Proposal Included)

A company-wide cultural initiative to define shared values, boost morale, and align teams during rapid growth. Includes engagement themes, branded visuals, rollout calendar, and tracking framework.

2. 2025 Strategic Marketing Plan (Included)

Built a full-year strategic marketing roadmap covering:

- Campaign priorities
- Budget allocation
- Lead generation tactics
- KPI planning
- Event calendar
- Internal engagement strategies



WHO WE ARE



Our Purpose

To redefine energy extraction and water protection with smarter, faster, and better-performing chemical solutions.

Our Mission

To empower energy and water industries with innovative chemistries that boost performance, create value, and drive sustainability.

Our Core Values

Safety First, Always

Be The Solution

Push The Boundaries

Succeed Together

Tagline

Chemistry That Works

It's more than just great chemistry—it's the trust, reliability, and expertise that keep our customers coming back. We deliver strong solutions and even stronger

🎯 Brand Overhaul & Acquisition Launch

Before & After Visuals Included

In my first week at Sterling Specialty Chemicals, I was part of a \$750 million acquisition. I built and launched the company's first-ever unified brand identity, internal culture initiative, and onboarding system. My work laid the foundation for how Sterling is presented to the world, including:

- Complete brand strategy, messaging, tone, and positioning
- Design and launch of new company website (WordPress), including all copy, layout, UX, and SEO foundations
- New logo, typography, brand colors, and image strategy
- Core values, purpose statement, mission, and tagline ("Chemistry That Works")
- Templates for PowerPoint, brochures, case studies, and sales decks
- Company-wide rollout plan including internal training and brand guidebook
- Built Sterling's LinkedIn presence from **0 to 7,000+ followers in under 12 months**

BEFORE:



Sterling Specialty Chemicals, LLC

WORLD CLASS
CHEMICAL TOLL
MANUFACTURING



Industry Leading Toll Manufacturer Ready To Partner With You Today

Manufacturing

Excellence

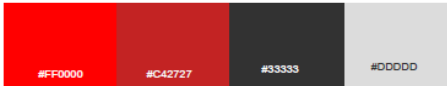
Dedicated Engineering support team at the ready to bring your product online on-time

AFTER:



CHEMISTRY THAT WORKS

COLOR PALETTE



FONTS & TYPOGRAPHY

Arial Nova Condensed Bold

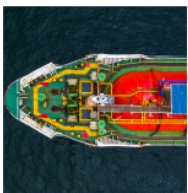
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LARGE HEADING

SUBHEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut hendrerit ipsum quam, quis convallis tellus gravida ut. Donec commodo interdum magna.

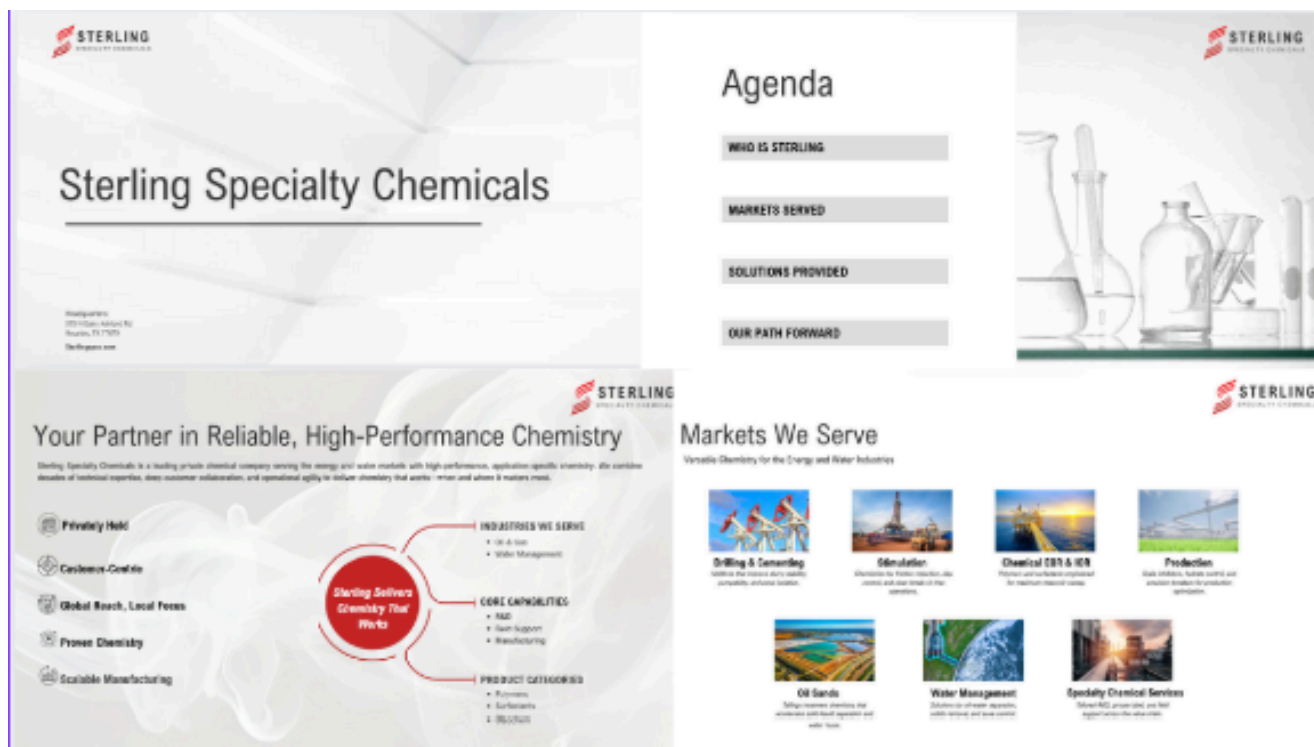
PHOTOGRAPHY AND COLOR ELEMENTS



Capabilities Deck & Messaging

Created Sterling's capabilities deck from scratch, used across international sales efforts and board-level presentations. This includes:

- Visual redesign
- Core strategic messaging
- Tailored slides for sectors like Oil Sands, cEOR, Drilling & Cementing, and Water Treatment
- Modular format for team customization



 **Website:** www.sterlingspec.com

Led the full website development project from concept to launch, including:

- Strategy, design, and layout (WordPress)
- All web copy and brand messaging
- Technical SEO and user experience
- Ongoing content updates and analytics tracking



CHEMISTRY THAT WORKS

Sterling Specialty Chemicals pushes the boundaries in chemical solutions, redefining the way the world extracts energy and protects our water resources.

Applications Areas



Customer Events I put together and showcased:

YOU'RE INVITED!


Join us for an exclusive evening of appreciation with light bites and drinks, celebrating our valued partners.

WHERE
Como Social Club
The Westin at The Woodlands

DATE
Tuesday, Feb 4th, 2025

TIME
6 PM - 10 PM

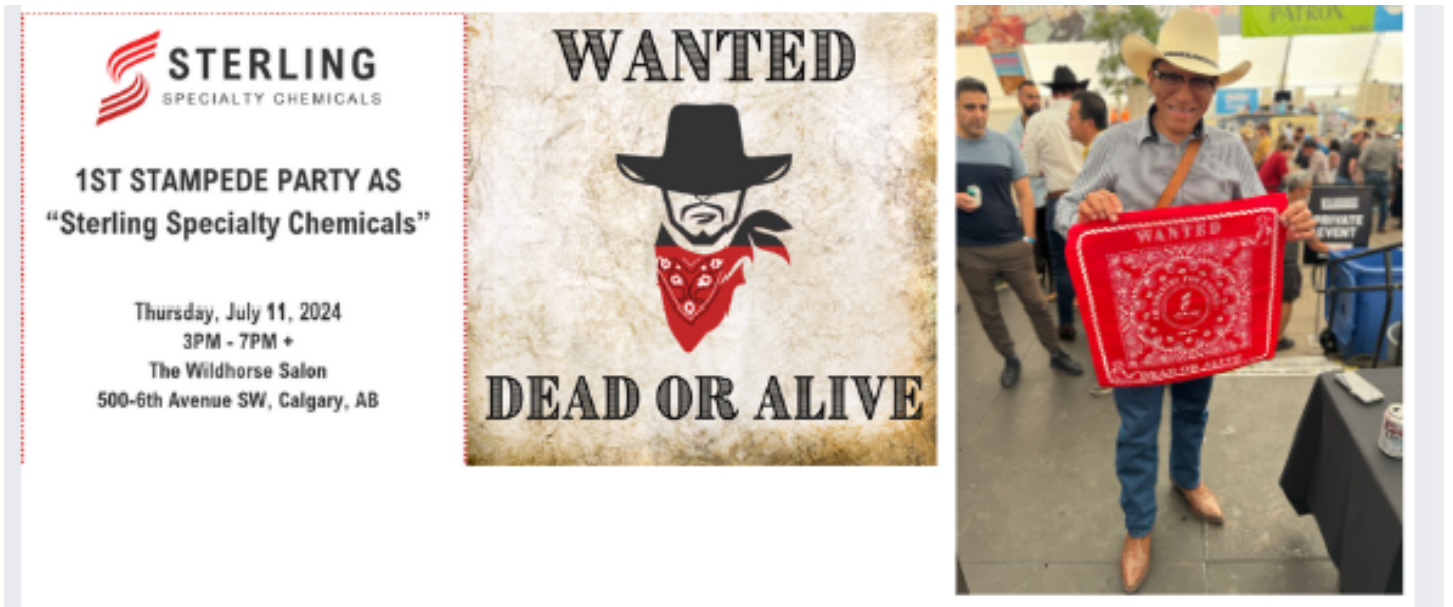
RSVP via Eventbrite
By Invitation Only



 **WWT AT ADIPEC**
Social Gathering 2023





Customer Tour & Sales Enablement

Organized a high-impact customer tour that included developing a customized sales deck and strategic messaging in partnership with the sales team. This effort directly supported the closing of a \$60 million project.



Internal Events (Global Execution)

Planned and executed internal engagement events across the U.S., UAE, and Canada — designed to build culture, unify teams, and celebrate wins. Events included:

- Spirit days
- Family picnics
- Leadership kickoffs
- Cultural celebrations

