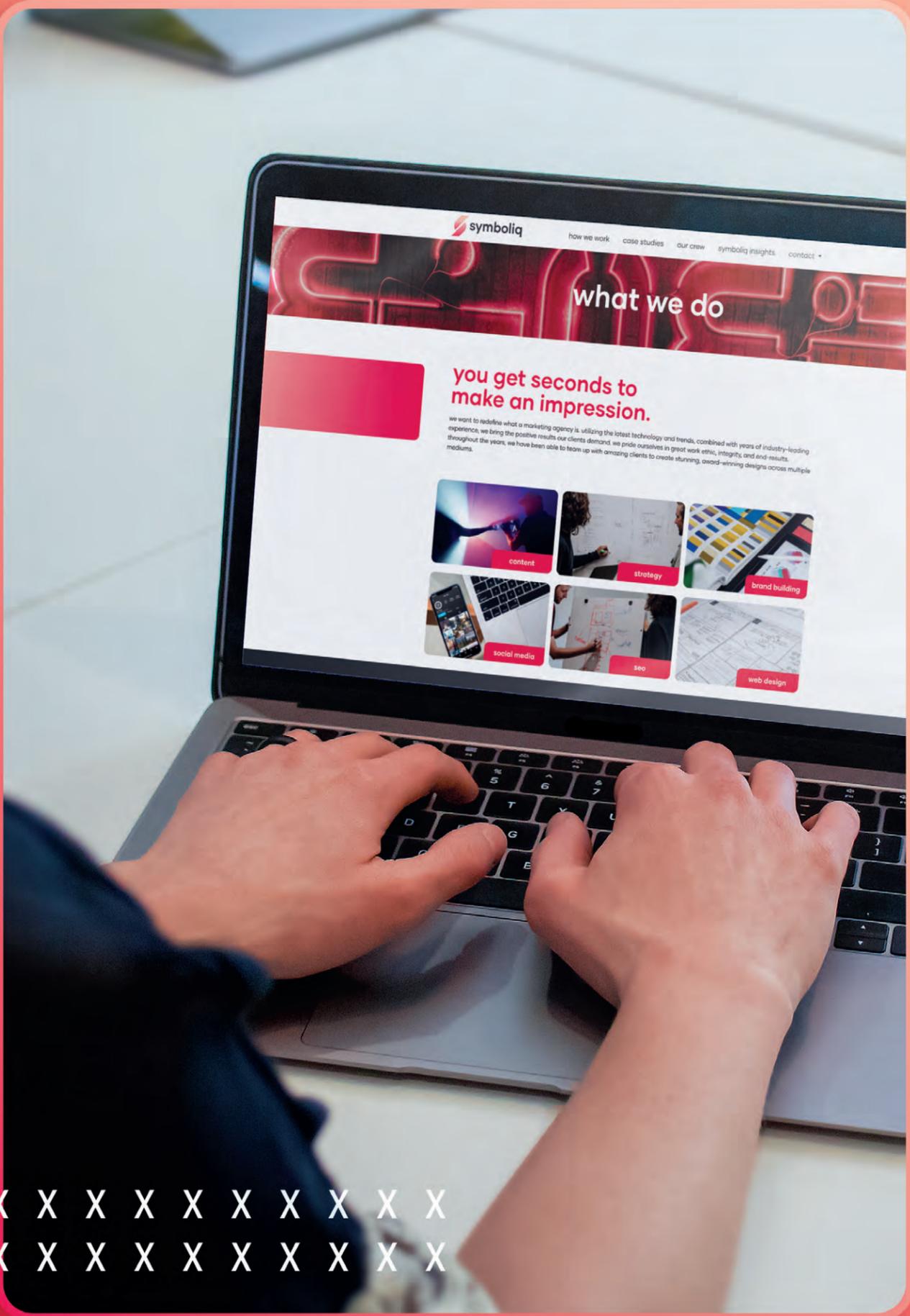




a branding & creative agency
since 2011



what's inside

- 01 — why symboliq
- 03 — letter from our co-founder
- 05 — wellness & healthcare
- 19 — manufacturing & design
- 27 — e-commerce
- 41 — service industry
- 49 — nonprofit sector
- 55 — our solutions & industry awards



our team



randy blakeslee
co-founder



schaun blakeslee
ceo / co-founder



rob moeller
art director



sarah barrett
content director



jillian love
sr. content producer



casey minarcik
project manager



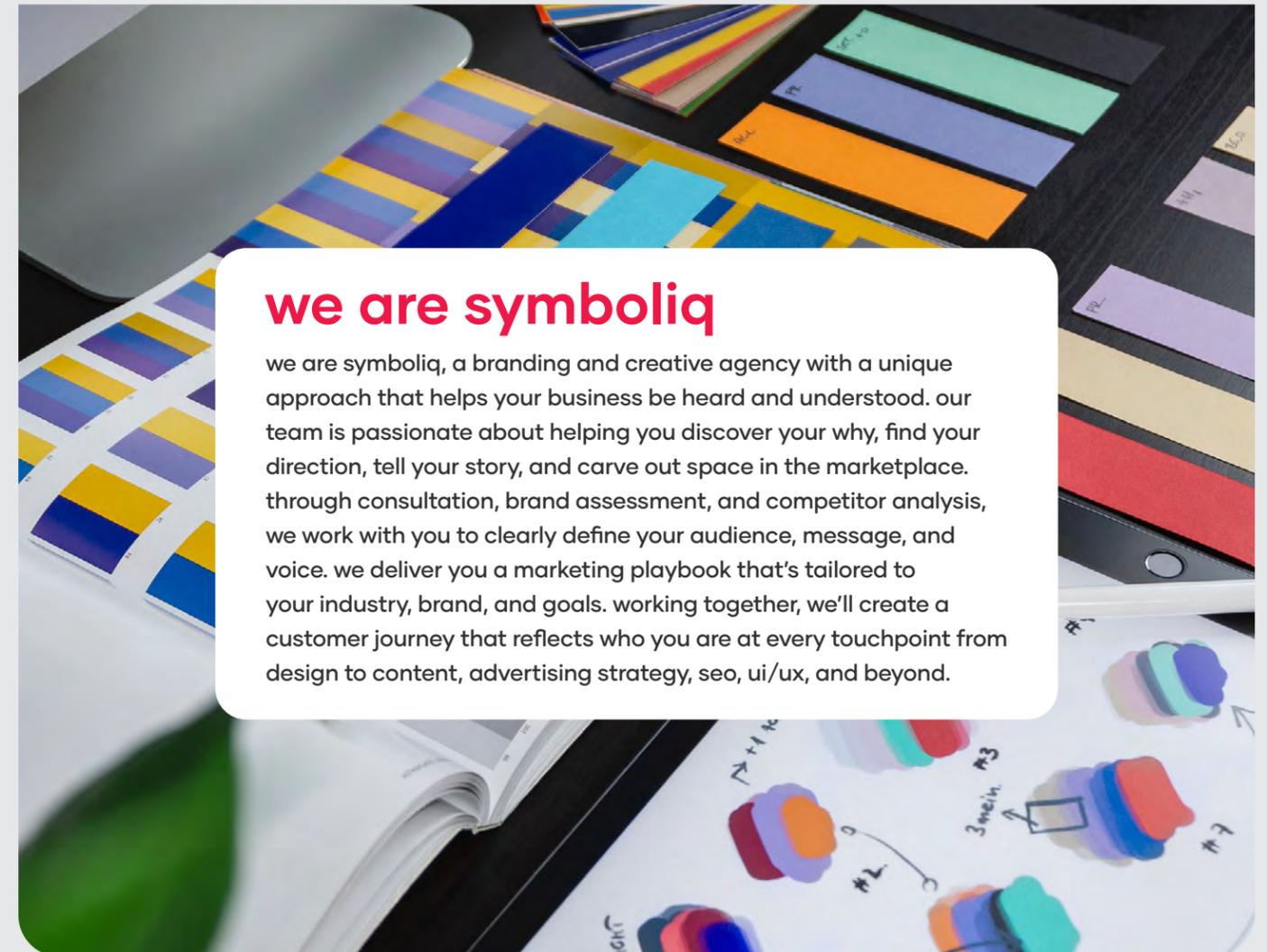
ryan hickey
sr. web developer



jen goding
web developer



ava omen
design intern



we are symboliq

we are symboliq, a branding and creative agency with a unique approach that helps your business be heard and understood. our team is passionate about helping you discover your why, find your direction, tell your story, and carve out space in the marketplace. through consultation, brand assessment, and competitor analysis, we work with you to clearly define your audience, message, and voice. we deliver you a marketing playbook that's tailored to your industry, brand, and goals. working together, we'll create a customer journey that reflects who you are at every touchpoint from design to content, advertising strategy, seo, ui/ux, and beyond.



letter from our co-founder

i believe choosing the right team and investing in people is the best thing you can do for your business.

as you flip through these pages, you will see what happens when a great team comes together in creative collaboration. i'm so proud of our award-winning content and design teams for all their hard work and dedication to our growing agency. i'm equally as proud of our clients for their willingness to be engaged partners in the creative process.

when you come on board with symboliq, you become a member of our family. we love and appreciate your brand as much as you do. as a creative agency, we're always imagining, crafting, experimenting, and challenging ourselves to do better and dream bigger for our brand partners.

ready to be heard through the noise? let's get to work.

sincerely,

Randall S. Blakeslee

randall s. blakeslee

**we take
a holistic
approach to
marketing.**



wellness & healthcare

- 07 — groin & pelvic pain institute
- 09 — thrive pediatrics
- 11 — the wall trainer
- 13 — neuvana
- 15 — remedi pure
- 17 — vanexxe

GROIN&PELVIC PAIN INSTITUTE

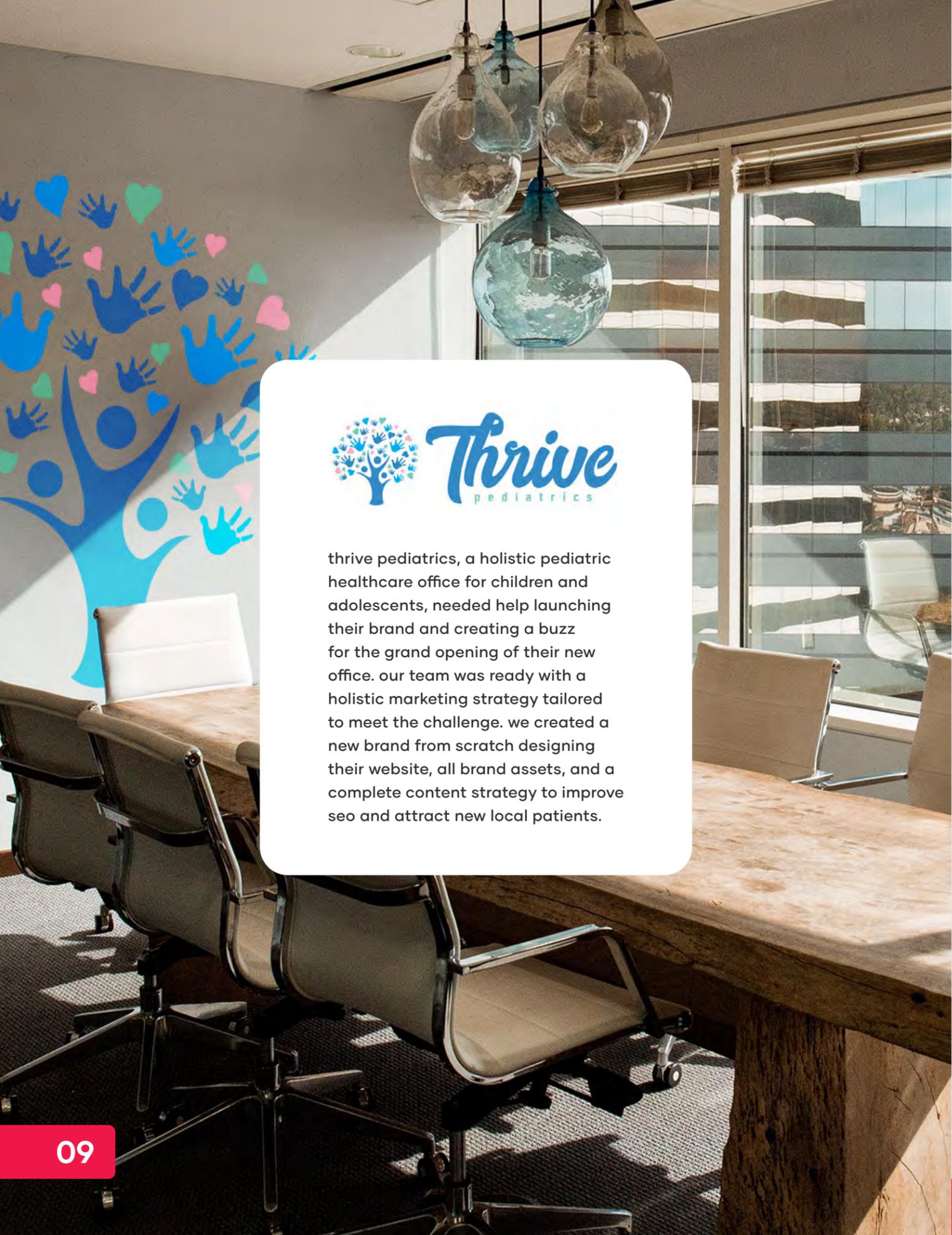
the groin and pelvic pain institute, a specialty healthcare facility that focuses on treating pain in the groin and pelvic area, recognized that they needed to make changes on the business front. the doctor needed help better showcasing his credibility and experience to potential new patients. website design and user navigation were critical for patient experience and retention. we helped create modern, high-end-looking branding and a website that would not only better highlight his services but would allow for crm integration and a better user experience.



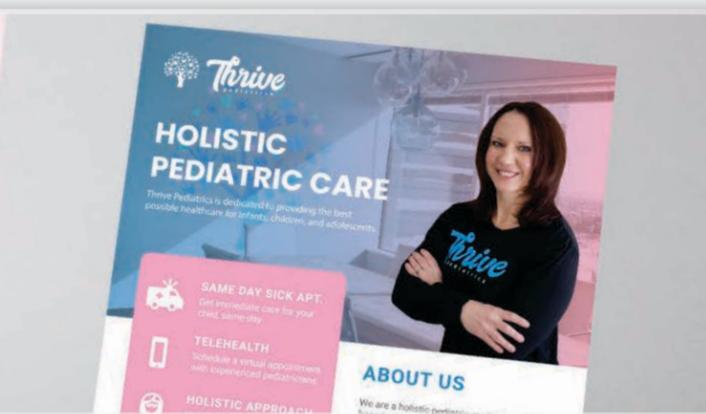
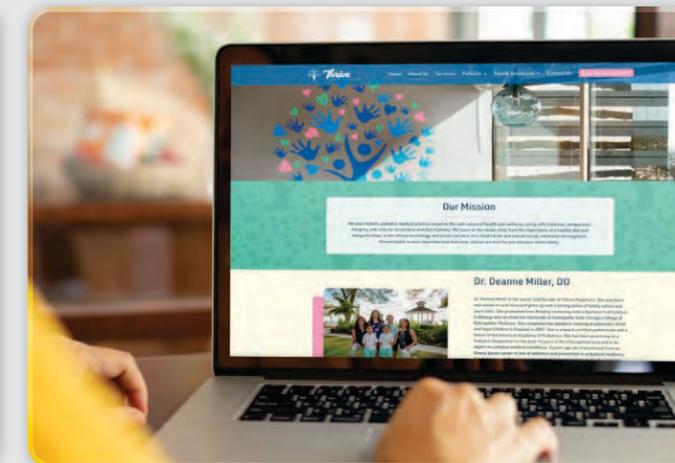
scan with
your camera
to view the
website
in action!



groinandpelvicpaininsitute.com



thrive pediatrics, a holistic pediatric healthcare office for children and adolescents, needed help launching their brand and creating a buzz for the grand opening of their new office. our team was ready with a holistic marketing strategy tailored to meet the challenge. we created a new brand from scratch designing their website, all brand assets, and a complete content strategy to improve seo and attract new local patients.



scan with your camera to view the website in action!



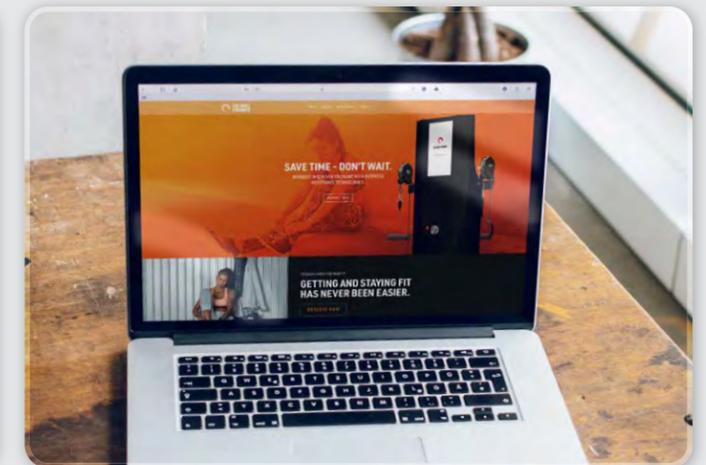
thrive-peds.com

“randy, casey, rob, and sarah are an amazing team to work with! their logo/branding was original and exactly what we were looking for. their content for our website was perfect! i highly recommend them!

dr. deanne miller



the wall trainer, a new at-home fitness machine, needed help positioning themselves in a saturated market. we knew their machine was competitive in quality and price, we just needed to show the rest of the world. we started from scratch, creating branding that represented the variety of workout intensities, ranging from beginner to advanced. we then designed and custom-coded a website to showcase the benefits of the machine. our marketing experts crafted a social media presence, seo strategy, and investor pitch decks.



scan with
your camera
to view the
website
in action!



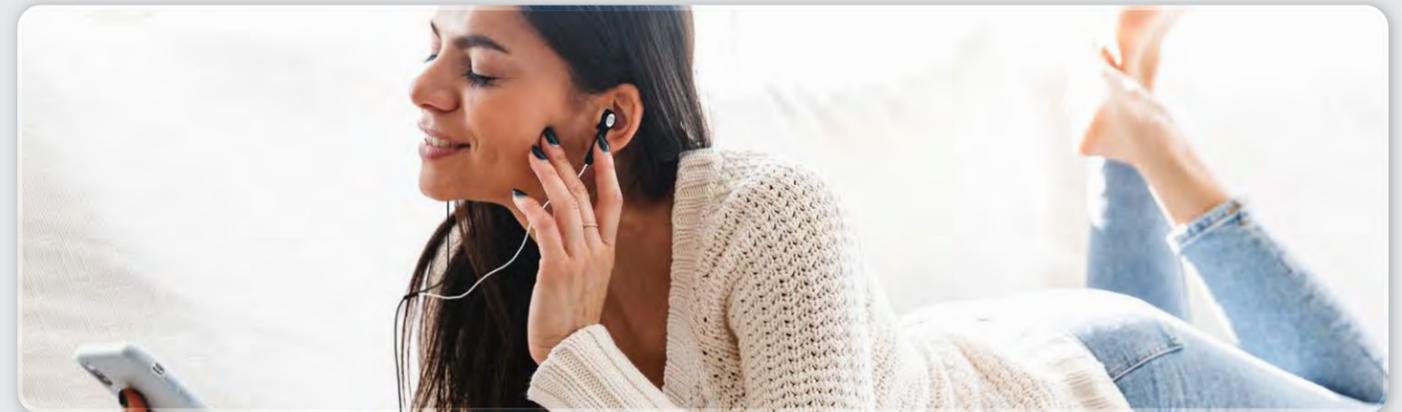
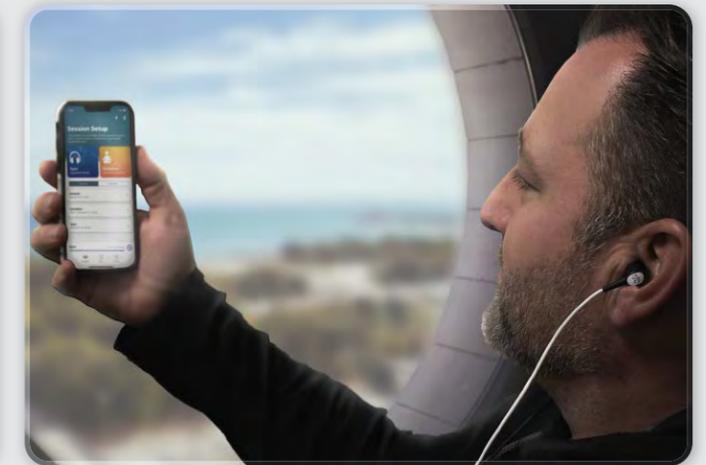
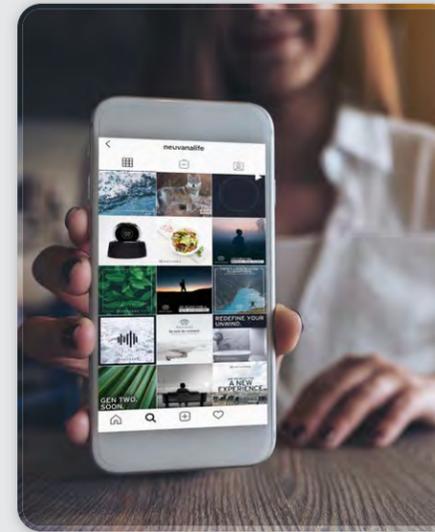
thewalltrainer.com





NEUVANA

neuvana, a wellness company with a revolutionary new product that works by stimulating your vagus nerve, came to us before launch. our team created a customized strategy to get neuvana's product in the hands of consumers, build brand credibility, and better communicate the value of xen. we helped revamp their current website and created a brand awareness content strategy that consisted of seo, blogs, videos, product photography, giveaway contests, and other social media marketing efforts.



scan with
your camera
to view the
website
in action!

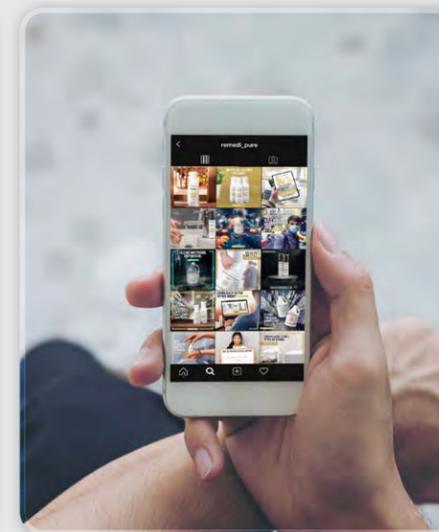


neuvanalife.com





remedi pure stepped up during the covid pandemic, diverting all manufacturing resources to create a professional-grade hand sanitizer. they needed to build a brand with all marketing collateral (labels, website, seo strategy, press, email campaigns, social media presence), and follow new cdc health guidelines. we helped remedi pure launch 20 ppe products for healthcare, businesses, and government agencies, with a focus on the wholesale side of essential sanitation products.



scan with your camera to view the website in action!



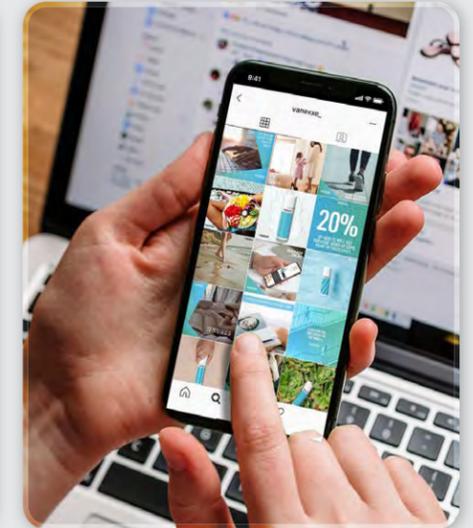
remedipure.com



Vanexxe

VARICOSE VEIN SUPPORT

the skincare experts at vanexxe, an all-natural varicose vein topical treatment, needed to get their formula into the hands of consumers and major retail chains. our team helped create a website that delivered a superior user experience as well as packaging design, point of sale presentation, collateral materials, and a social media presence. we also created content that would drive traffic to the new website.

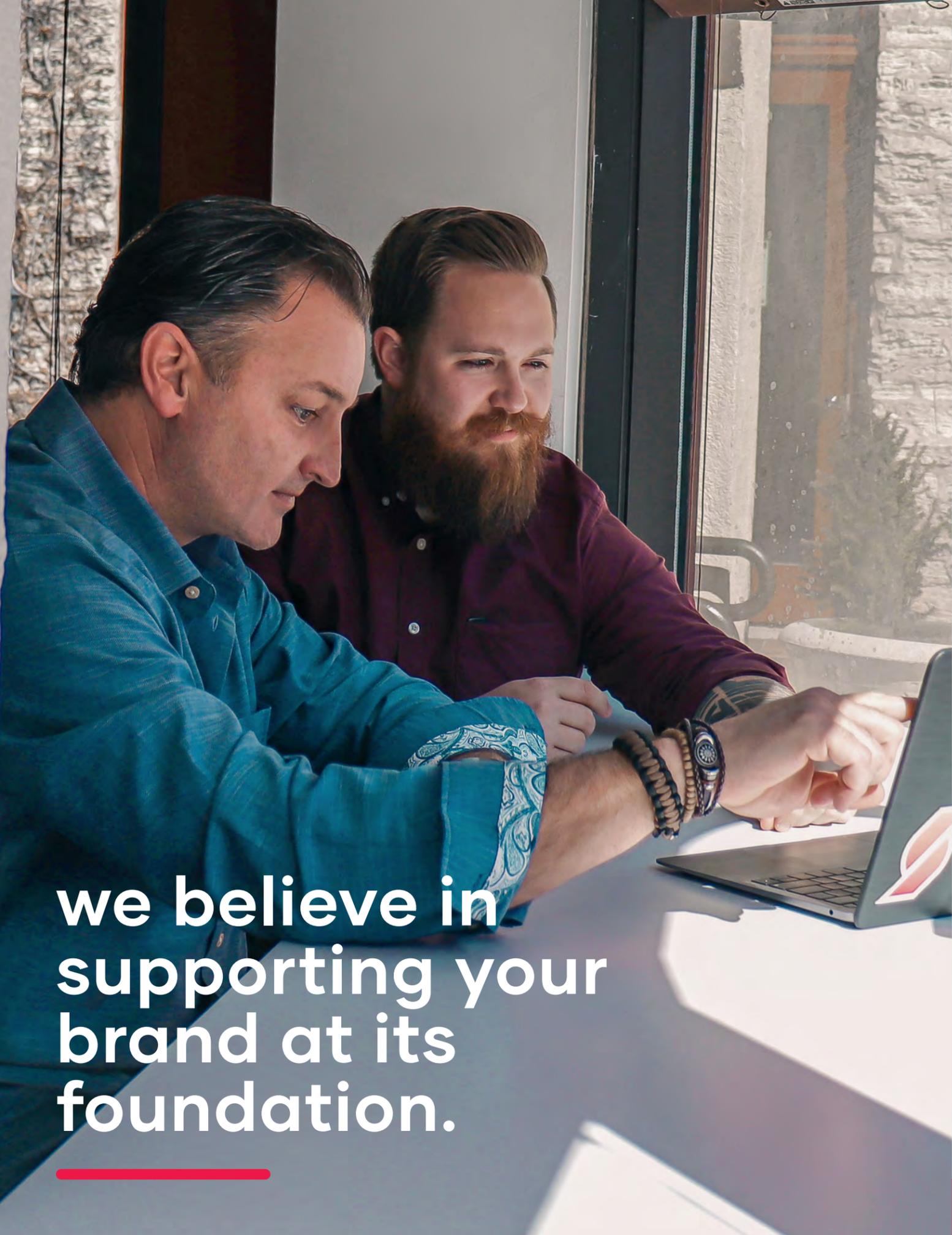


scan with your camera to view the website in action!



vanexxe.com

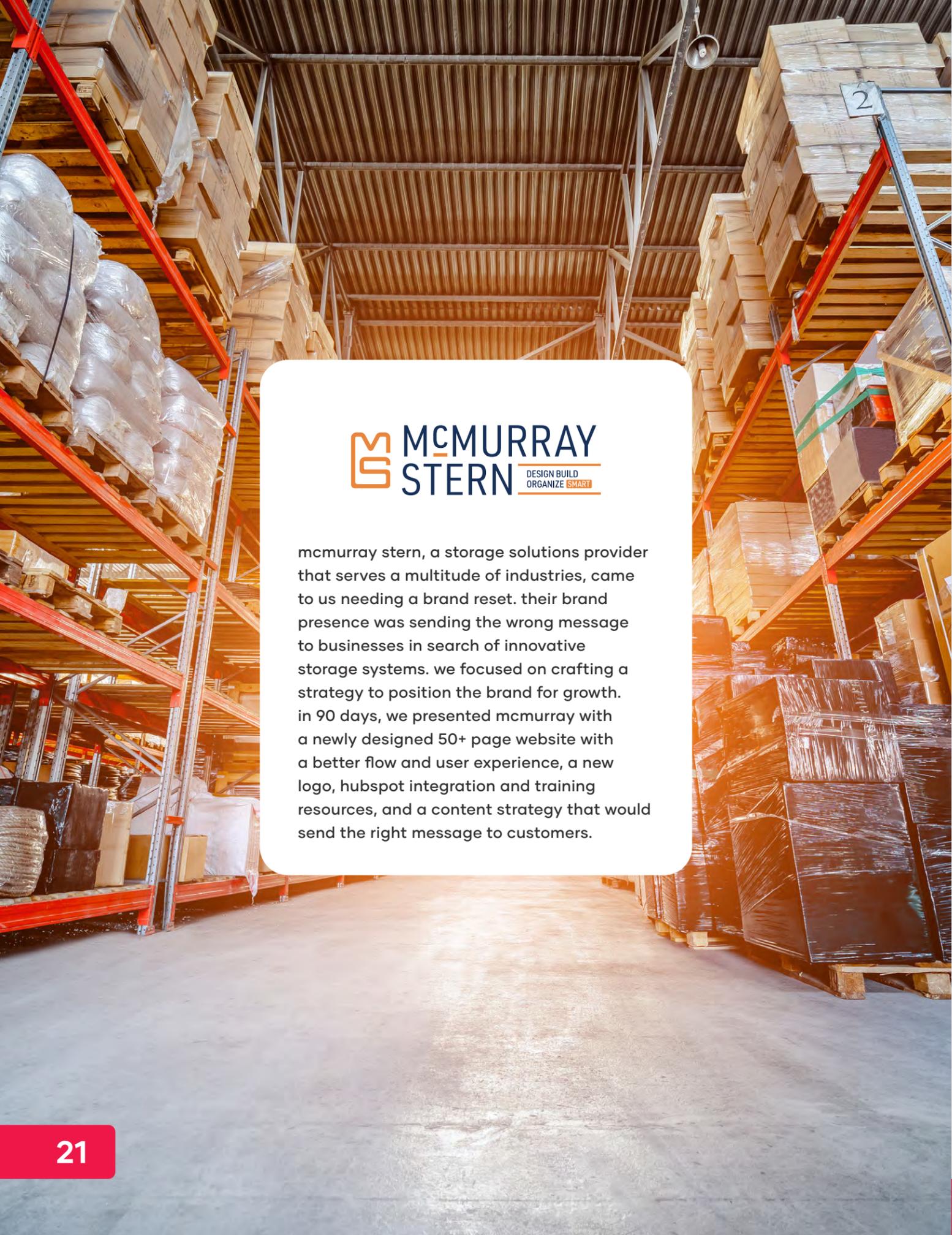




**we believe in
supporting your
brand at its
foundation.**

manufacturing & design

- 21 — mcmurray stern
- 23 — m cube global
- 25 — cornerstone collective



MCMURRAY STERN DESIGN BUILD ORGANIZE SMART

mcmurray stern, a storage solutions provider that serves a multitude of industries, came to us needing a brand reset. their brand presence was sending the wrong message to businesses in search of innovative storage systems. we focused on crafting a strategy to position the brand for growth. in 90 days, we presented mcmurray with a newly designed 50+ page website with a better flow and user experience, a new logo, hubspot integration and training resources, and a content strategy that would send the right message to customers.



scan with your camera to view the website in action!



mcmurraystern.com

“randy blakeslee and his team did a tremendous job helping our company update and re-imagine our web strategy. symboliq media worked our business with a holistic approach, not just focusing on the web design, but working with our team to create a better business approach to our web strategy.

pat fitzpatrick



m cube global, a construction and architecture firm, came to us as they were expanding their business to meet industry demands. our task? help them find a new identity that would position them as a larger company and showcase the many services they bring to the construction and design market. we worked with m cube global to rebrand, redesign, and recreate their website.

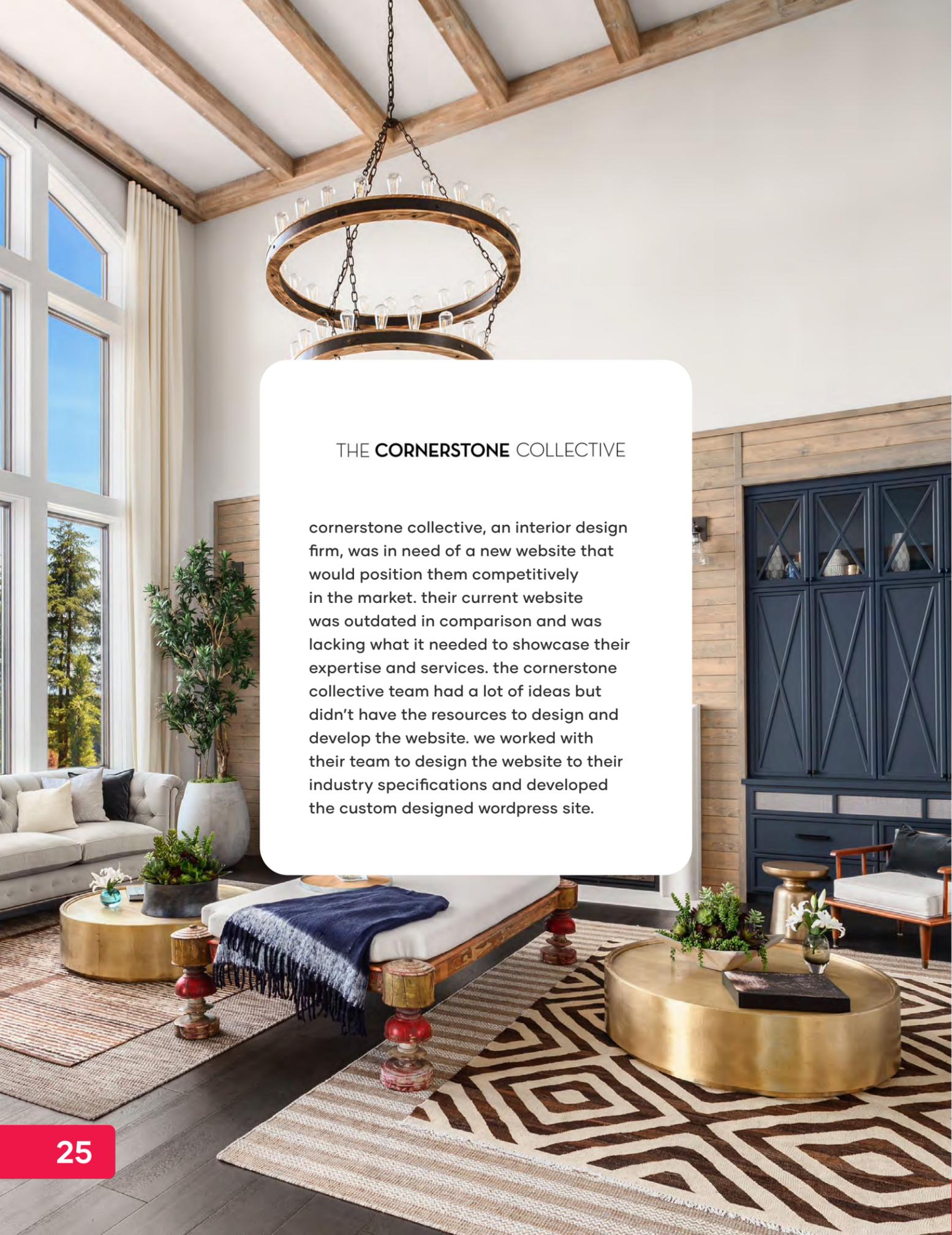


scan with your camera to view the website in action!



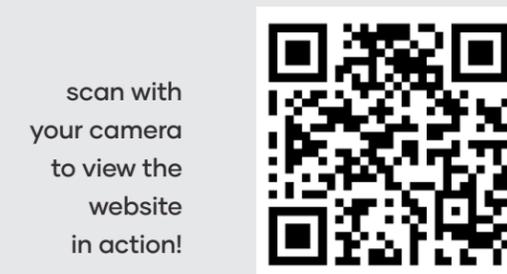
mcube.global





THE CORNERSTONE COLLECTIVE

cornerstone collective, an interior design firm, was in need of a new website that would position them competitively in the market. their current website was outdated in comparison and was lacking what it needed to showcase their expertise and services. the cornerstone collective team had a lot of ideas but didn't have the resources to design and develop the website. we worked with their team to design the website to their industry specifications and developed the custom designed wordpress site.

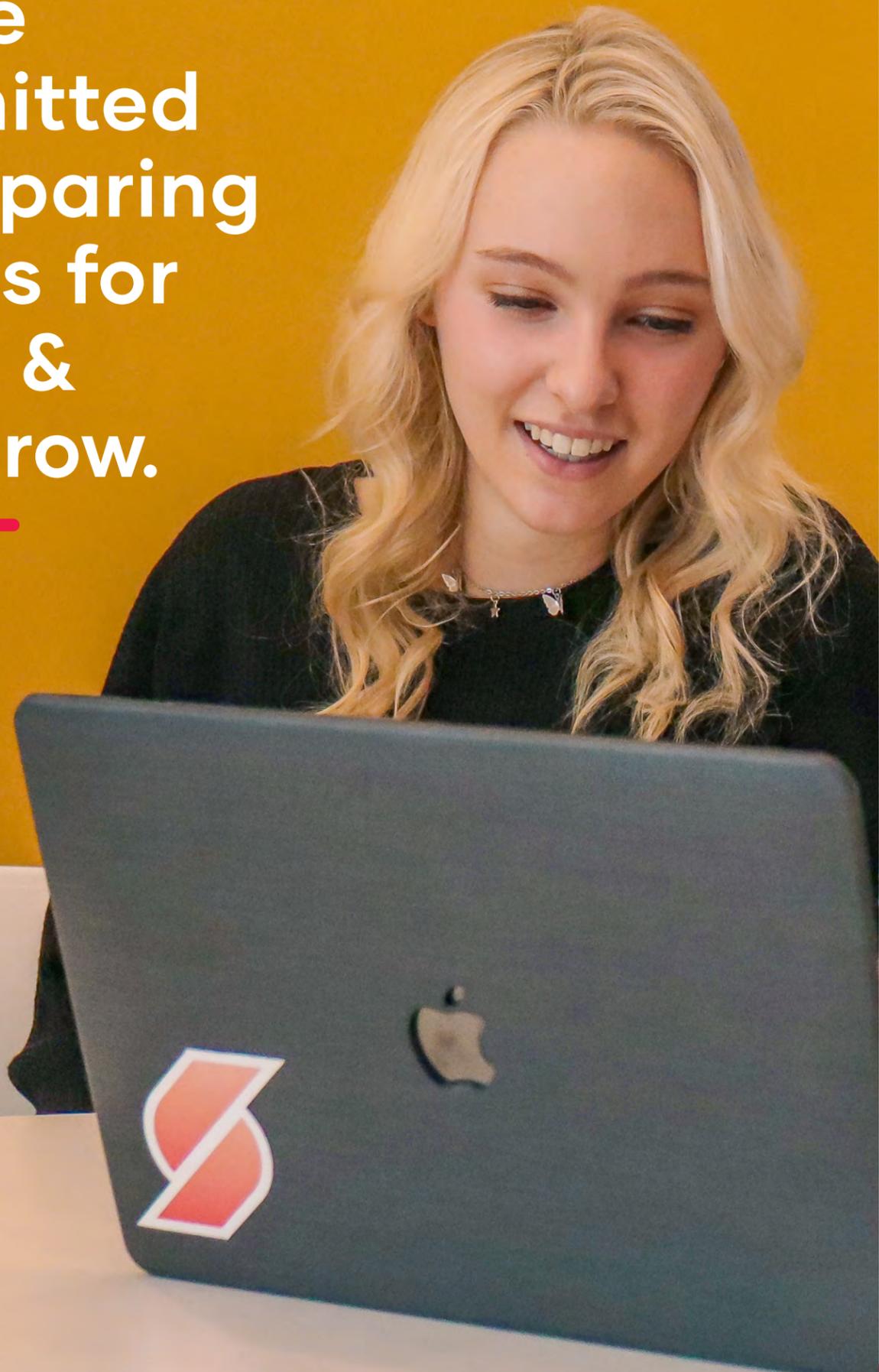


scan with your camera to view the website in action!

thecornerstonecollective.com



**we are
committed
to preparing
brands for
today &
tomorrow.**



e-commerce

- 29 — avani
- 31 — poolskim
- 33 — prodent max
- 35 — bonne et filou
- 37 — scentcerely yours
- 39 — healthy mama

AVANI CLEAN LIVING

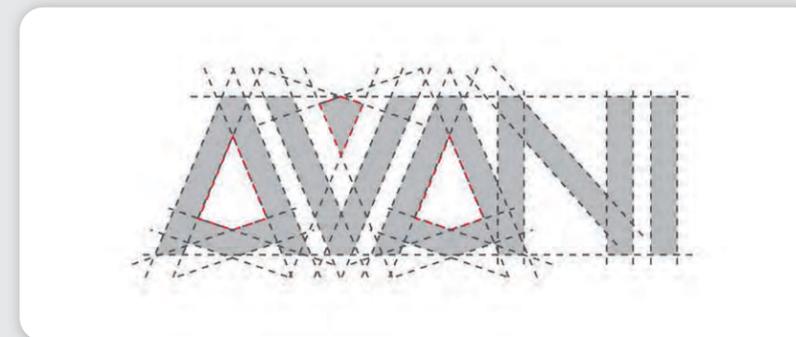
avani, a fully sustainable, compostable, and biodegradable apparel brand, was just an idea when they came to us. all of their brand touchpoints needed to be carefully crafted to highlight the avani mission. we started by selecting a purposeful name, logo, and branding that spoke to their mission. we also designed a shopify website, created a social media presence, made print materials for wholesale and retail market opportunities for the brand, and expanded the product line with custom apparel designs.



scan with
your camera
to view the
website
in action!

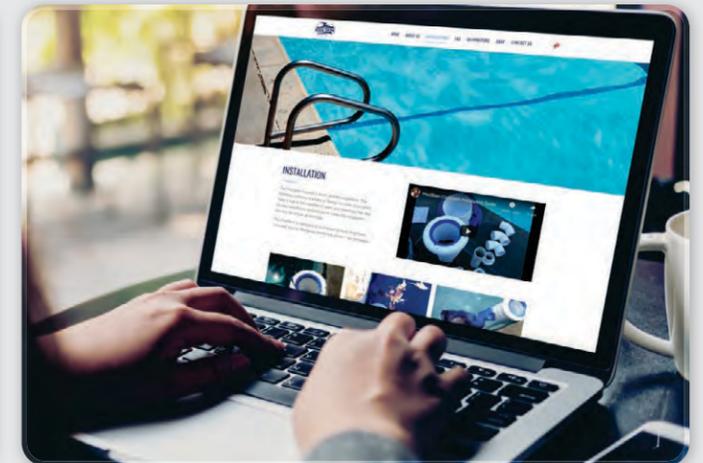
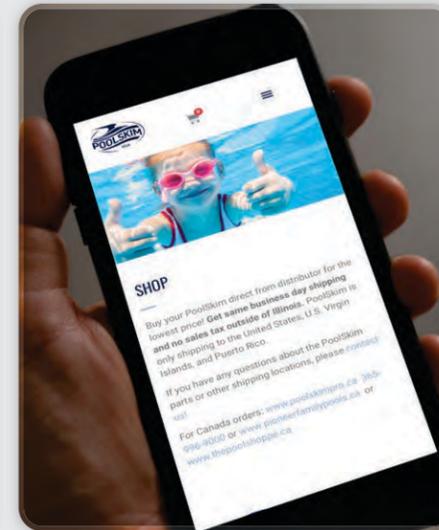


avanilife.com





poolskim, an easy-to-use, no fuss pool skimmer, is designed to reduce the time spent cleaning your pool and increase the time spent enjoying it. but this message was not being highlighted in any of their current marketing efforts. our design, development, and content teams worked closely with poolskim usa to create a fresh, modern look for the website, eliminating the original text-heavy approach, and instead using carefully crafted design, imagery, and video to better communicate their value.



scan with your camera to view the website in action!



poolskimusa.com

“symboliq took it upon themselves to find the right feel for my audience, and took liberties on the design that we all simply love! on top of the great design, was great service and made us feel like we mattered, and listened to all our needs. they were responsive, easy to work with and we had a fun time and great experience working with the team.

jan piazza

e-commerce



PRODENT MAX

prodent max, a natural and organic toothpaste, is the epitome of at-home oral care. prodent max came to us in need of branding, packaging, social media marketing, and a website on a tight deadline with no visual assets, copy, or content. challenge accepted. we created highly-targeted branding and packaging, focusing on shelf presence. we also designed a website and crafted a content strategy that would quickly drum up online sales, attract investors, and catch the eye of stores interested in stocking the product.



scan with your camera to view the website in action!



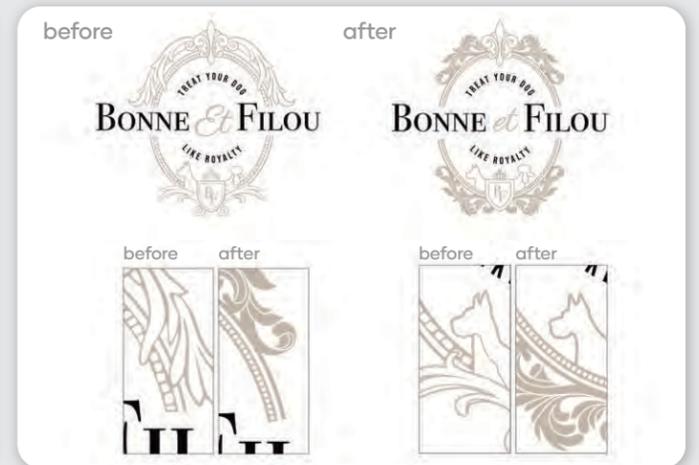
prodentmax.com

“symboliq media did an outstanding job with getting us the marketing edge we needed to position our new organic toothpaste. they brought us the professionalism we needed to attract customers throughout the world. they are outstanding in the services they provide and are very accessible.

ronald faison jr.

BONNE *et* FILOU

bonne et filou, a luxurious french macaron brand for dogs, wanted a complete brand redesign with bark and bite. as a new company, we recognized their biggest challenge would be cultivating a large audience base that could be quickly converted to point of purchase. to increase meaningful visibility, we created a customized digital strategy that prioritized seo and content. we worked closely with the bonne et filou team to create content and designs that would target dog show and breeder enthusiasts.



scan with your camera to view the website in action!



bonneetfilou.com

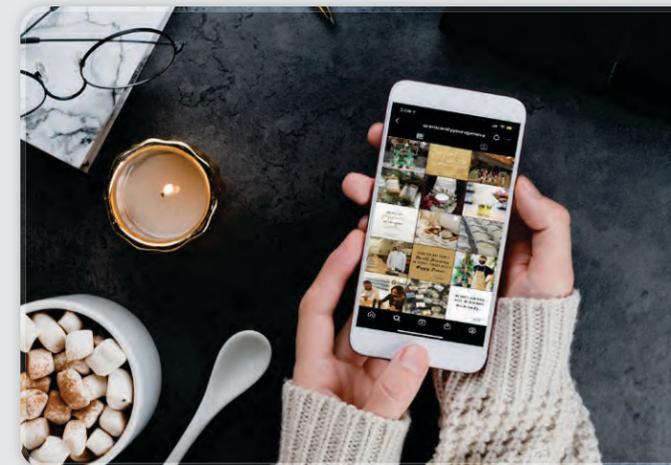
randy's team is great, very professional, attentive and always willing to go the extra mile to please their clients. definitely recommended for your marketing, communication, design, ads needs.

nicolas nemeth



SCENTCERELY
yours

scentcerely yours, a create-your-own candle company, was looking for a website and social media strategy that would ultimately increase engagement and bring more foot traffic into their shop. we dove deep into who their audience was, reviewed current content, and crafted a strategy that would help provide an organic feel but would excite users. being a small local business in the midst of a pandemic, we helped them get the word out about new shop details and upcoming events, as well as new products.



scan with
your camera
to view the
website
in action!



scentcerely-yours.com

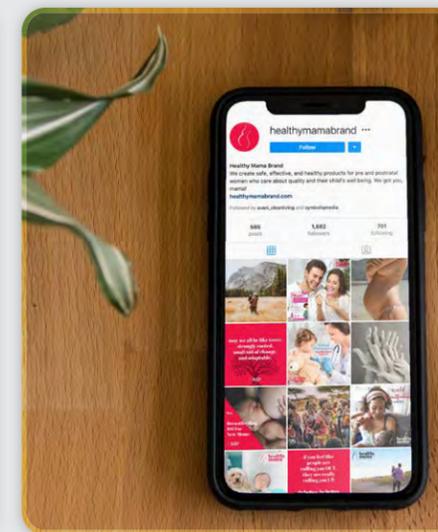
“
symboliq media has been terrific to work with since we began the partnership last fall. their response time has been outstanding and they are always willing to help, even with last-minute requests and projects. their entire team is great to work with and responsive!

susi brucato

e-commerce

healthy mama

healthy mama provides safe over-the-counter prenatal and postnatal products, as well as organic toddler and child snacks. on the marketing front, a busted website, outdated social media, and broken blog links had us feeling a little...nauseous. but, we were more than up for the challenge! we worked with healthy mama to deliver a modern, memorable look at all audience touchpoints, including strategic email blasts and follow ups, social media posts, ecommerce opportunities, parent resource blogs, and their new website.



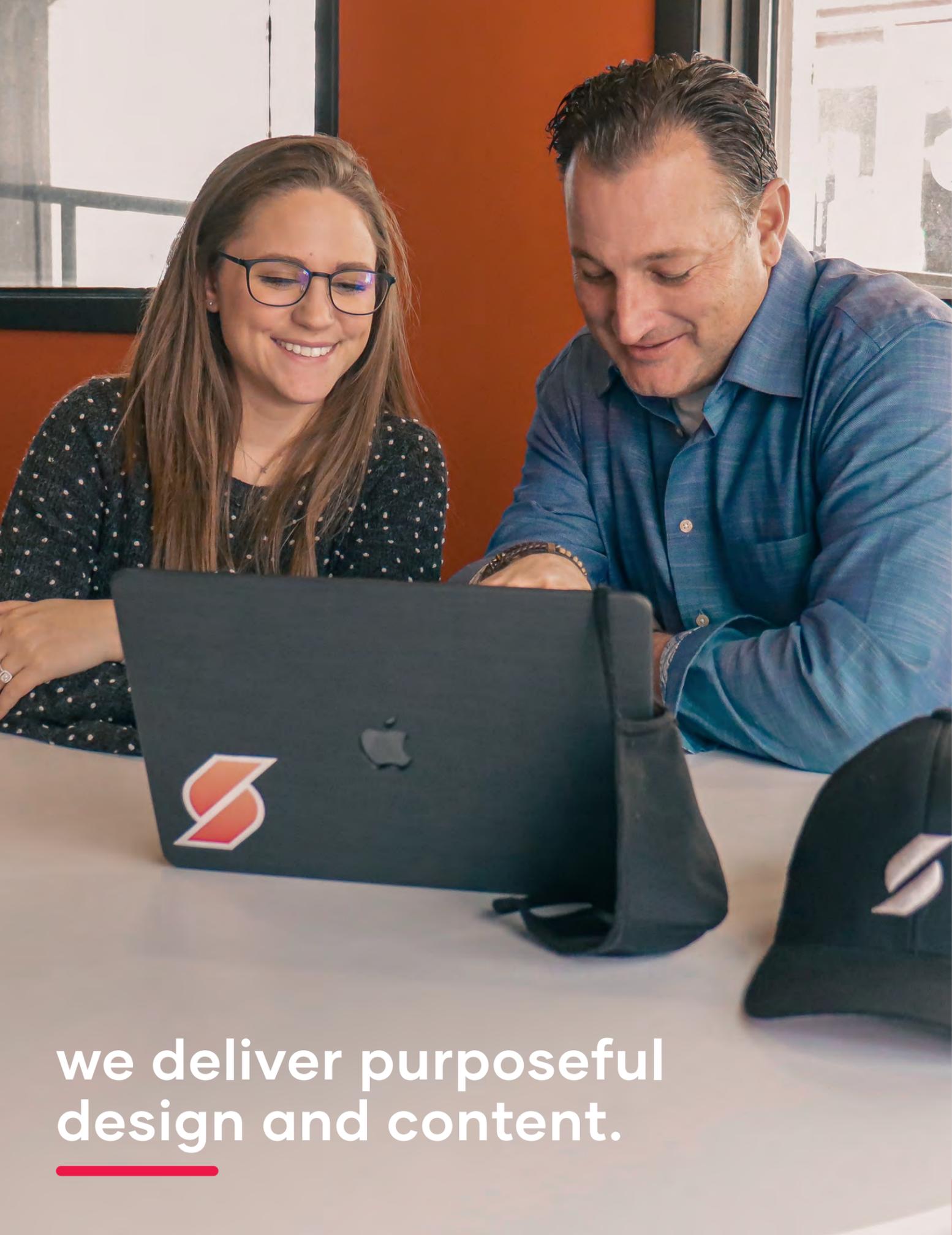
scan with your camera to view the website in action!



healthymamabrand.com

“randy and his team manage multiple moving parts and consistently do a great job. i would recommend them to anyone who is working on projects no matter what the stage.

scott stevens



we deliver purposeful
design and content.

service industry

- 43 — pgi executives
- 45 — revitalizing smiles
- 47 — penumbra



pgi executives, a risk management and investigative services firm, needed to secure a fresh, new brand. when we first started working with them, they were in the middle of an internal restructuring. it was clear to us and to pgi their brand appearance and market presence needed to evolve with the organizational changes. following an in-depth strategy session, we determined the best course of action was a rebrand, followed by a website revamp, and rounding out with a digital strategy overhaul to push long-term growth.



scan with your camera to view the website in action!



pgiexecutives.com

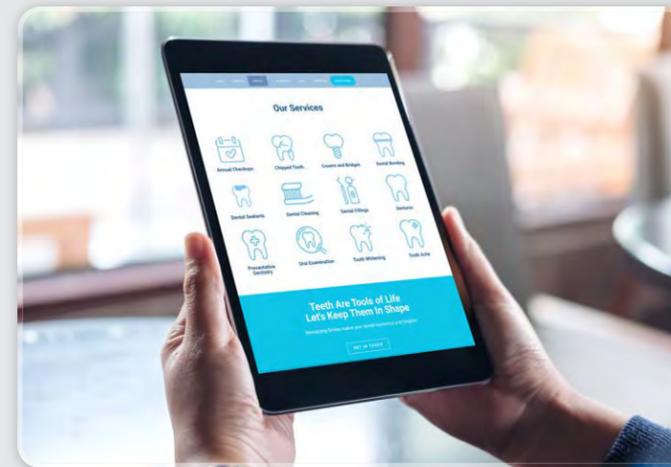
“outsourcing our marketing to symboliq was a great decision, as they have been integral in developing a brand, polishing our digital image, and maintaining visibility on the web. the symboliq team is responsive, knowledgeable, and trustworthy.

bonnie hayes

service industry



revitalizing smiles, a local connecticut family dentistry practice, was looking to generate new leads. our task? increase their online visibility and improve the patient booking experience. as a local dentistry, it was essential for us to position them at the forefront of their community. we did this by designing and developing a website that clearly defined their services, creating online appointment booking, a social media presence, and a local seo and geo mapping strategy.

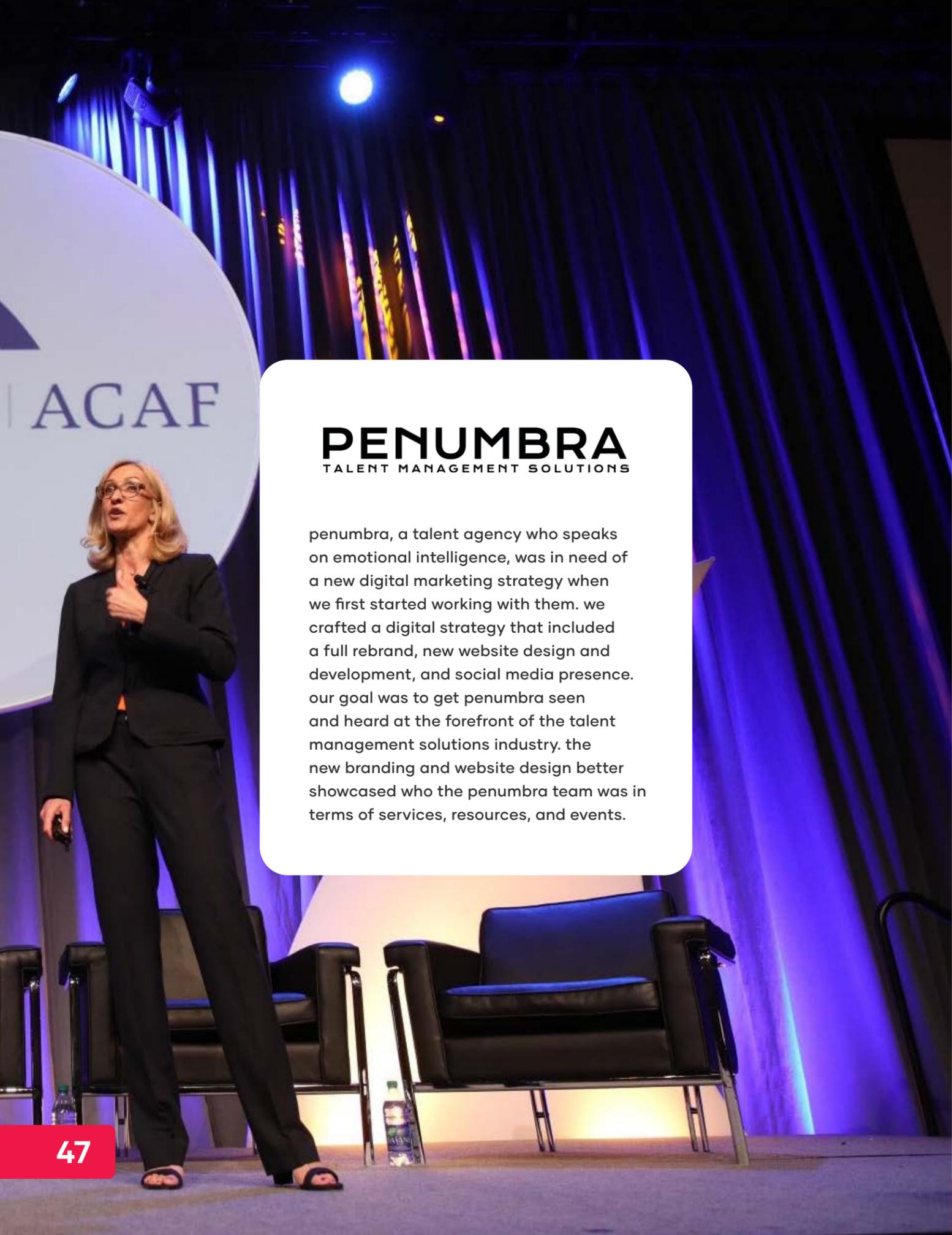


scan with your camera to view the website in action!



[revitalizingsmiles.com](https://www.revitalizingsmiles.com)





PENUMBRA

TALENT MANAGEMENT SOLUTIONS

penumbra, a talent agency who speaks on emotional intelligence, was in need of a new digital marketing strategy when we first started working with them. we crafted a digital strategy that included a full rebrand, new website design and development, and social media presence. our goal was to get penumbra seen and heard at the forefront of the talent management solutions industry. the new branding and website design better showcased who the penumbra team was in terms of services, resources, and events.



scan with your camera to view the website in action!



penumbra.com

“ the symboliq media team provides excellent work, from their design and technical/seo skills to customer service, they were a pleasure to work with. i highly recommend them to anyone looking to build a very professional site - you won't be disappointed!

jen shirkani

service industry



symboliq

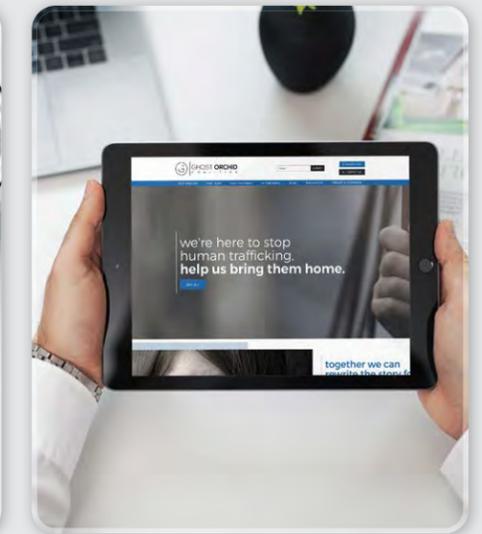
we are a strategic partner who loves your brand as much as you do.

nonprofit sector

- 51 — ghost orchid
- 53 — proton collaborative group



ghost orchid is a nonprofit group with a mission to stop human trafficking. our role was simple; design a website that more accurately depicted their mission and increase donations. we worked with ghost orchid to create a new branding and messaging strategy that would inform the public about human trafficking victims to drive donations to their cause. we created a new website that made it easier for donors to contribute. we also created video content and collateral materials with purpose and authenticity.



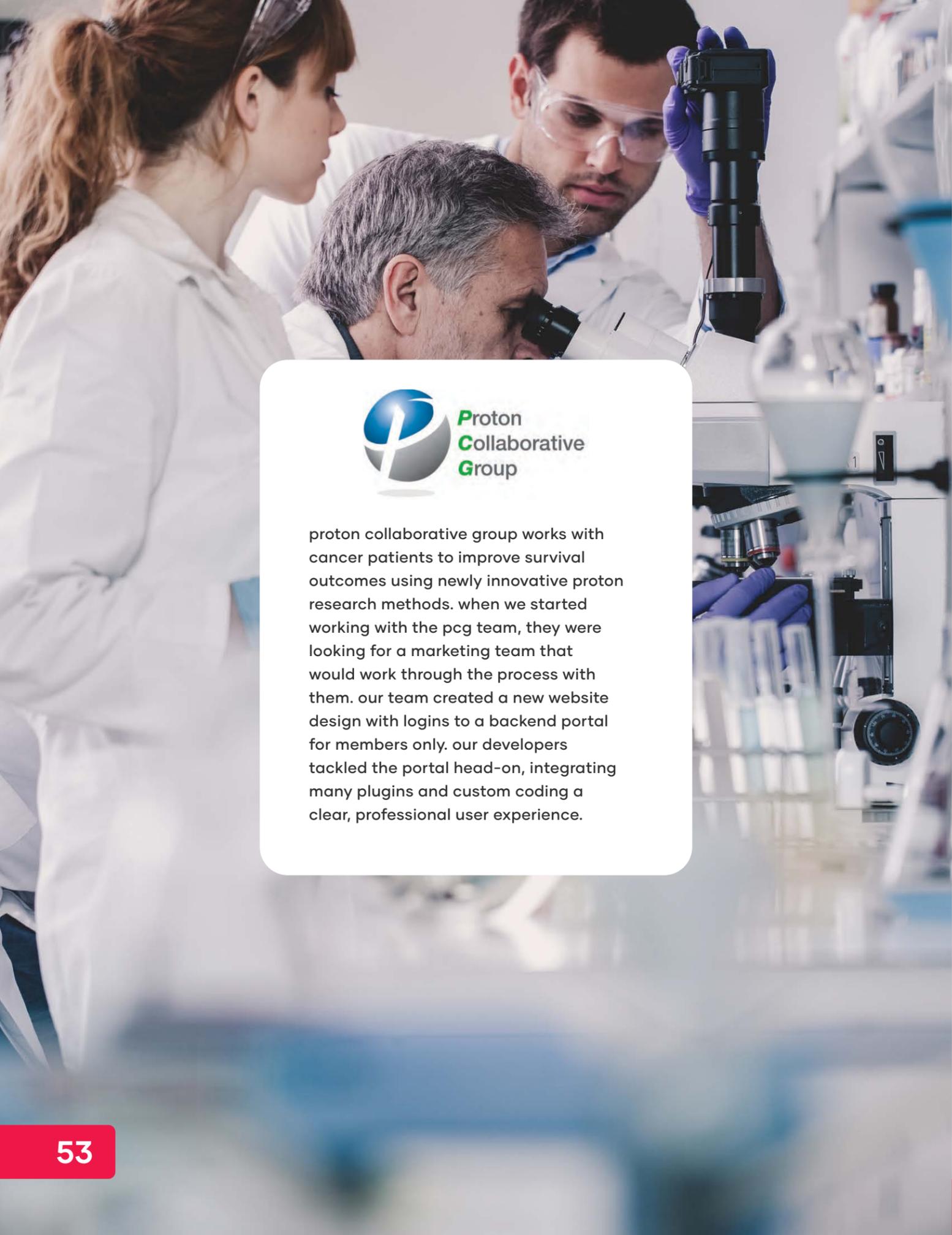
scan with your camera to view the website in action!



“

i've thoroughly enjoyed working with the team at symboliq. their response time is superior, the team is experienced and comes to the table with great solutions. great people to work with!

wendy estes



proton collaborative group works with cancer patients to improve survival outcomes using newly innovative proton research methods. when we started working with the pcg team, they were looking for a marketing team that would work through the process with them. our team created a new website design with logins to a backend portal for members only. our developers tackled the portal head-on, integrating many plugins and custom coding a clear, professional user experience.



scan with your camera to view the website in action!



pcgresearch.org



cover your creative needs with our award-winning design.



symboliq media creative solutions

learn more about our solutions at:
symboliqmedia.com/services



strategy



content



design



ads



develop



seo

be heard
through the
noise.



symboliq media
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geneva il.
60134