

WHO WE ARE



Creative Little Soul is a full-service digital agency built on the belief that great marketing comes from strategy, creativity, and a whole lot of heart.

Since opening our doors in 2013, we've been helping businesses cut through the noise with bold ideas, data-driven thinking, and campaigns that actually move the needle.

There's no one-size-fits-all approach here. Every business is different — so every solution should be too. That's why we tailor our services to meet the unique needs of each client, offering everything from social media management, email marketing, database growth and health checks to copy and content creation, website updates, and graphic design, to high-impact creative strategy, activations, and fully integrated marketing campaigns.

Our team is proudly Australian-based, bringing together a diverse group of specialists who live and breathe marketing. Across our 10 person collective — including graphic designers, marketing strategists, relationship managers, account managers and marketing assistants — we collaborate to deliver standout work that helps businesses shine, grow, and thrive.



Whether it's an outside-the-box campaign or hands-on support to power your day-to-day digital presence, Creative Little Soul is your partner in smart, strategic, and meaningful marketing. Let's create something brilliant together.

MEET THE TEAM



CHRISSY SYMEONAKIS

FOUNDER &
CREATIVE DIRECTOR



ADELE WRIGHT

MARKETING SOLUTIONS



OLIVIA MODELLINO

MARKETING ASSISTANT



LIV OASTLER

MARKETING ASSISTANT



KIM SEYMOUR

MARKETING ASSISTANT



ELENI PETRAKIS

CLIENT RELATIONSHIPS
MANAGER



KYLIE CROMBIE

GRAPHIC DESIGNER



MILLY GUO

JUNIOR GRAPHIC
DESIGNER

OUR FOUNDER & CREATIVE DIRECTOR

CHRISSY SYMEONAKIS



Chrissy Symeonakis is a visionary marketer, strategist, and creative force with 25 years of experience across hospitality, entertainment, events, and digital communications — not just around Australia, but globally. As the Founder and Creative Director of Creative Little Soul, she leads a powerhouse team dedicated to delivering bold, strategic, and meaningful marketing that drives real results for small businesses, hospitality operators, and entrepreneurs.

With a career spanning restaurant floors, music venues, festivals, and international entertainment projects, Chrissy brings a rare blend of creative instinct and operational understanding to everything she touches. She's built a reputation for transforming ideas into sell-out events, scroll-stopping content, and campaigns that land exactly where they need to. Working 6–12 months ahead, she specialises in planning and executing activations that spark engagement and convert audiences into loyal customers.

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Chrissy is also a host on the Restaurant Talk podcast and the author of Email Marketing Essentials for Small Businesses, where she shares her expertise in automation, segmentation, and customer-led communication. Known for her straight-talking insights and no-fluff approach, she helps businesses unlock the power of strong storytelling and smart, strategic marketing.

Through her journey with Multiple Sclerosis (MS), Chrissy has become an advocate for resilience, adaptability, and sustainable business practices — values she brings into her leadership, mentoring, and every project she champions.

Whether she's guiding a brand's long-term strategy, coaching business owners, or leading large-scale digital campaigns, Chrissy thrives on creativity, clarity, and delivering measurable impact.

AREAS OF EXPERTISE

- ✦ **Marketing Strategy & Brand Development**
- ✦ **Content Creation & Social Media Management**
- ✦ **Email Marketing & Automation**
- ✦ **Event Planning & Hospitality Marketing**
- ✦ **Coaching & Mentoring for Business Owners**

www.creativelittlesoul.com.au

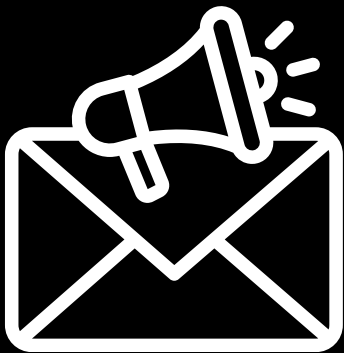
www.chrissysymeonakis.com

www.linkedin.com/in/creativelittlesoul

WHAT WE DO

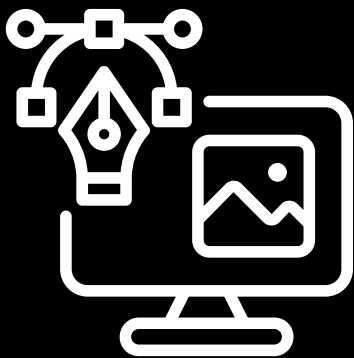
At Creative Little Soul, we help businesses grow with smart, strategic, and beautifully crafted marketing. Whether you're just starting out or already established, we're here to support the areas you're too busy for, don't love doing, or simply need a fresh set of eyes on.

WE OFFER FLEXIBLE, TAILORED SERVICES ACROSS:



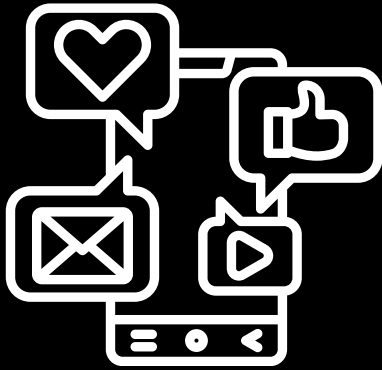
EMAIL MARKETING

Engaging, strategic email campaigns designed to nurture leads, boost interaction, and convert customers — complete with eye-catching design, persuasive copy, and smart automations.



GRAPHIC DESIGN & PRINT

Branding, logos, business cards, brochures, and more. Our designers create visuals that speak your language, paired with premium print partners for flawless delivery every time.



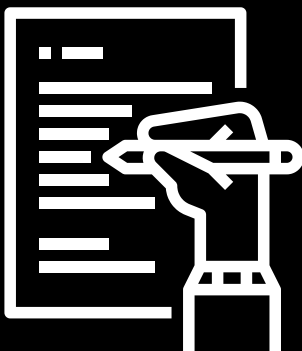
SOCIAL MEDIA MANAGEMENT

Strategy, content creation, scheduling, and engagement — handled end to end. We help you build community, show up consistently, and stay connected with your audience.



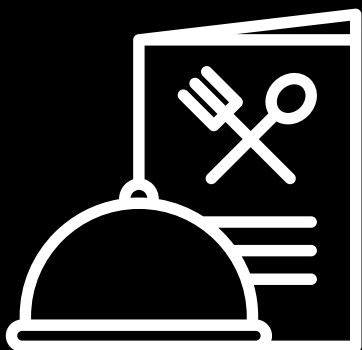
MARKETING STRATEGY

Data-driven plans tailored to your goals. From full campaigns to ongoing support, we create clear, measurable paths to growth.



COPYWRITING

Website copy, ads, blogs, captions, and everything in between. We craft words that sell, inspire, and genuinely sound like you.



HOSPITALITY SOLUTIONS

Menu design, venue marketing, activations, storytelling, and social media — helping hospitality businesses attract guests and elevate the experience from online to in-venue.



MENTORING & BUSINESS COACHING

One-on-one support for business owners who want clarity, confidence, new ideas, or a solid path forward.



EVENT MANAGEMENT & SUPPORT

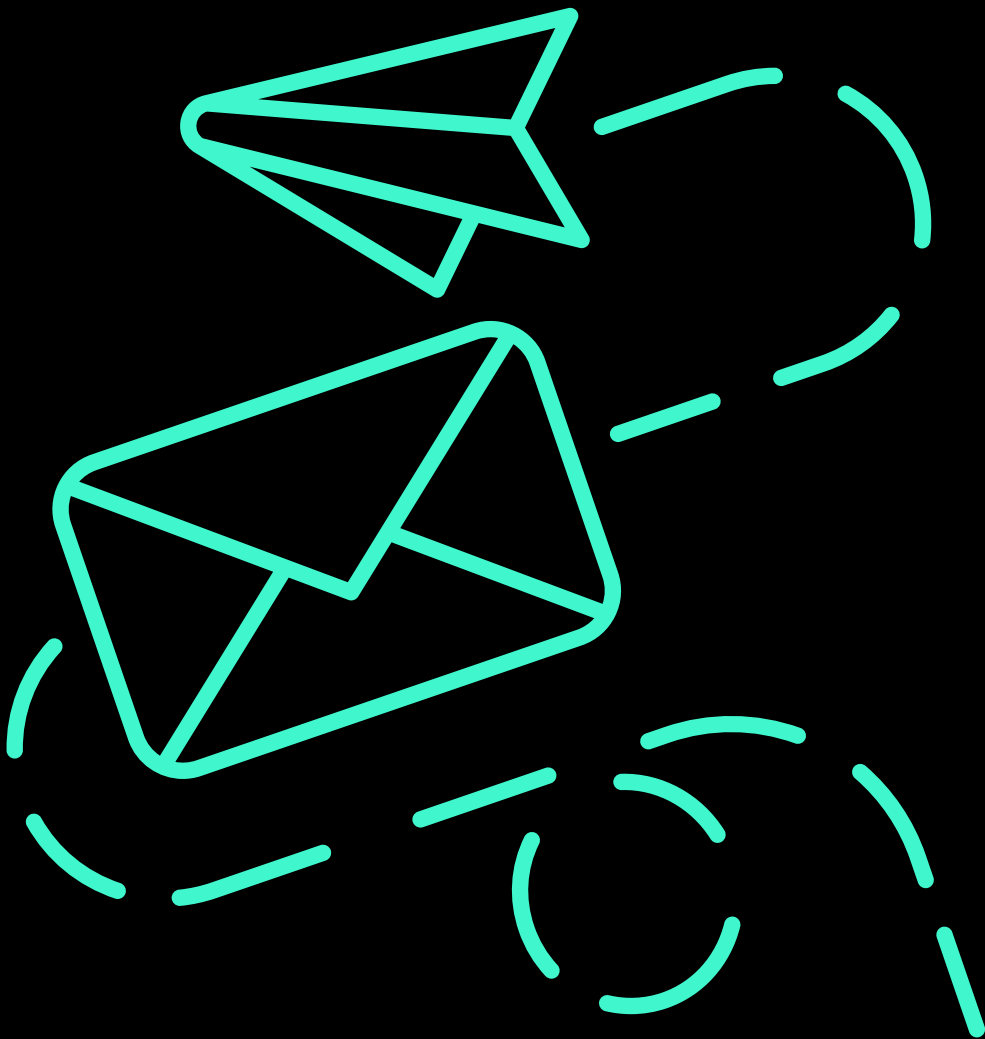
From intimate dinners to 20,000-person festivals, we help with marketing, design, grant submissions, ticketing strategies, and more — ensuring your event gets seen, sells out, and shines.

Not sure what you need? We offer a free business assessment to identify your biggest opportunities and tailor a plan that frees up your time — so you can get back to doing what you love.

EMAIL MARKETING

Email is one of the most powerful tools in your marketing arsenal — and when it's done right, it drives engagement, builds loyalty, and increases sales.

At Creative Little Soul, we specialise in creating high-performing email marketing that not only looks great, but converts. Having been partners with MyGuestlist for over a decade and now white labelling Connect. We can offer fully managed services or just jump in if someone needs an API set up, database migrated or stand alone campaigns created.



OUR EMAIL MARKETING SERVICES INCLUDE:

- ▶ Develop full email strategies, including weekly, monthly, or ad-hoc campaigns
- ▶ Design, write & create monthly e-flyers that reflect your brand and speak directly to your audience
- ▶ Create aesthetic, brand-aligned designs that are beautiful, functional, and high-converting
- ▶ Set up new accounts from scratch or audit existing accounts to ensure you're using all Connect features available to the fullest potential
- ▶ Send campaigns at the optimal day and time for maximum open rates and engagement, including A/B testing.
- ▶ Build and manage automations that nurture your leads and streamline customer journey
- ▶ Database management, including segmentation, clean-ups, and conversion strategies to turn your social media audience into email subscribers
- ▶ Provide detailed post-campaign statistics & reporting so you always know what's working
- ▶ Build and manage automations that nurture your leads and streamline customer journey

Pricing for our email marketing packages are tailored to your needs, based on: database size, frequency of sends, and level of support required.

Whether you're looking to refine your current setup or build a powerful email engine from the ground up, our team ensures your emails land, get opened, and drive real action.

WHO OUR IDEAL CLIENT IS

We work best with businesses that want smart, strategic marketing without the need for a full in-house team. Our ideal clients include:

- ★ **Standalone operators**
- ★ **Restaurants, cafés, bars & nightclubs**
- ★ **Hospitality groups and small multi-venue operators**
- ★ **Businesses without internal marketing staff**
- ★ **Time-poor owners who need expert support, clarity, and consistent results**

If you're passionate about what you do but need a trusted partner to help tell your story, grow your audience, and keep your marketing running smoothly — you're our kind of client.



LET'S WORK TOGETHER

Ready to elevate your marketing and bring your ideas to life?

Connect with Chrissy Symeonakis to chat about how Creative Little Soul can support your business.



chrissy@creativelittlesoul.com.au



0416 636 463



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