

# Marketing Services

## Brand and Communication

Brand strategy

Messaging and strategy

Packaging communication

Package graphics and branding

## Digital and Content

Email marketing

SMS marketing

Social media marketing

Website and SEO

Website design and development

Content management

E-commerce and growth

strategy

## Business and Product Support

Marketing audits

Private label program support

R&D support

# Executive-Level Marketing Scaled to You

## Why Thistle and Star

I work with companies that have weathered storms and kept going. My role is to take that resilience and turn it into a clearer, stronger, more confident brand. I build strategies that help businesses shine in a way that feels authentic and achievable.

## How I Help

If you need the insight of a Marketing Director without a full time hire, I provide flexible, senior level marketing leadership. I guide brands and businesses through strategy, communication, product launches, and steady growth, giving you structure and direction that support your next chapter.



**THISTLE AND STAR**

*Making brands resilient  
and brilliant*

**Let's talk about how your brand can shine!**



## THISTLE AND STAR VENTURES

*Rooted in resilience,  
reaching for brilliance*

**Gael Orr**

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### **Flexible engagement models:**

Monthly fractional support  
Project based consulting  
One time marketing audit  
Launch support packages

### **What you gain**

Clear brand identity  
Stronger messaging  
Better communication systems  
Smarter packaging decisions  
Improved customer understanding  
Aligned cross functional planning  
Steady, sustainable growth