

Marketing Portfolio

CHLOE GREETHAM

ABOUT ME

EDUCATION

PERSONAL SKILLS

WORK EXPERIENCE

About me.

First-Class Honours Digital Marketing graduate with practical experience across social media, SEO, paid advertising, CRM and website management. In my current role, I manage digital activity across Instagram, Facebook, LinkedIn, YouTube and TikTok, creating engaging content and supporting business growth through data-driven strategies.

With experience delivering paid and organic campaigns, I work across a variety of marketing activities, from graphic design and email marketing to website management and campaign optimisation. Working closely with internal and external stakeholders, I help deliver integrated campaigns that increase engagement and support wider business objectives.

I am a highly organised and proactive individual, having successfully balanced a full-time marketing role alongside completing my degree. This has strengthened my time management, adaptability and commitment to professional development.



BA (Hons) Professional Practice in Digital Marketing

First Class Honours



Digital Marketer Level 6 Integrated Degree

Distinction



Level 3 Digital Marketing Apprenticeship

Pass

Email Marketing

Developed and delivered a collaborative omnichannel marketing campaign, adapting marketing materials across:

- Email
- Website
- Social media

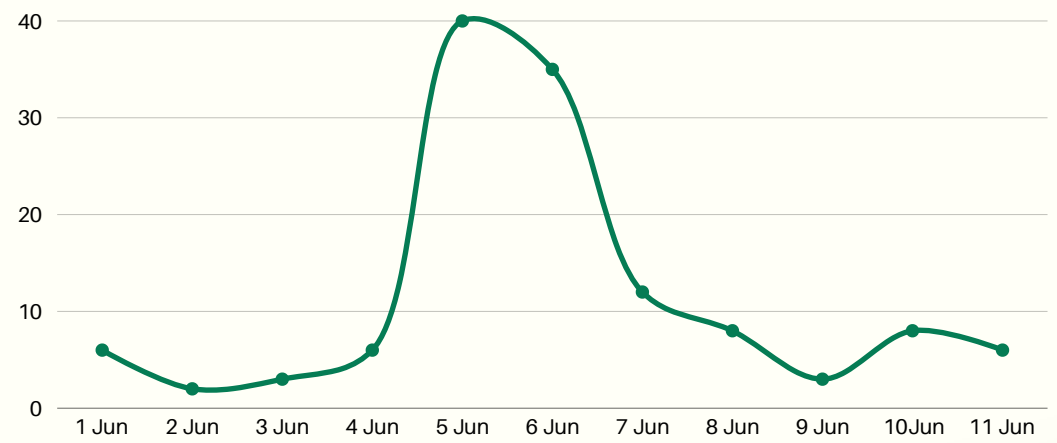
Mailchimp stats after one week:

- 91%** Delivery rate
- 23%** Open rate
- 6%** Click-through rate (CTR)

Above B2B benchmark study 2025



Email sent: 5th June
Spike in website visits to the downloads page



Source: Google Analytics

[View browser](#)



Behind the process: Using 'B' Film and Heatseal



[Shop](#) [Website](#) [Support](#)

Try it for yourself

We've teamed up with David Sharp to bring you a free collection of World Cup-inspired designs!

The badge design featured in the video is now available to download from our website, showcasing the top four ranked teams in this year's World Cup. If you've never tried B Film before, this is the perfect design to start with - simple, clean, and free from complex details or tight corners.

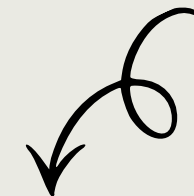


Also available to download are flag designs for all 48 competing teams as standard embroidery files, giving you everything you need to create your own seasonal content. If you'd like a B Film version, contact [David Sharp](#).

[Download](#)

Important: Different digitising is required when embroidering onto B Film. As a result, the standard flag designs will not stitch successfully without adjustment.

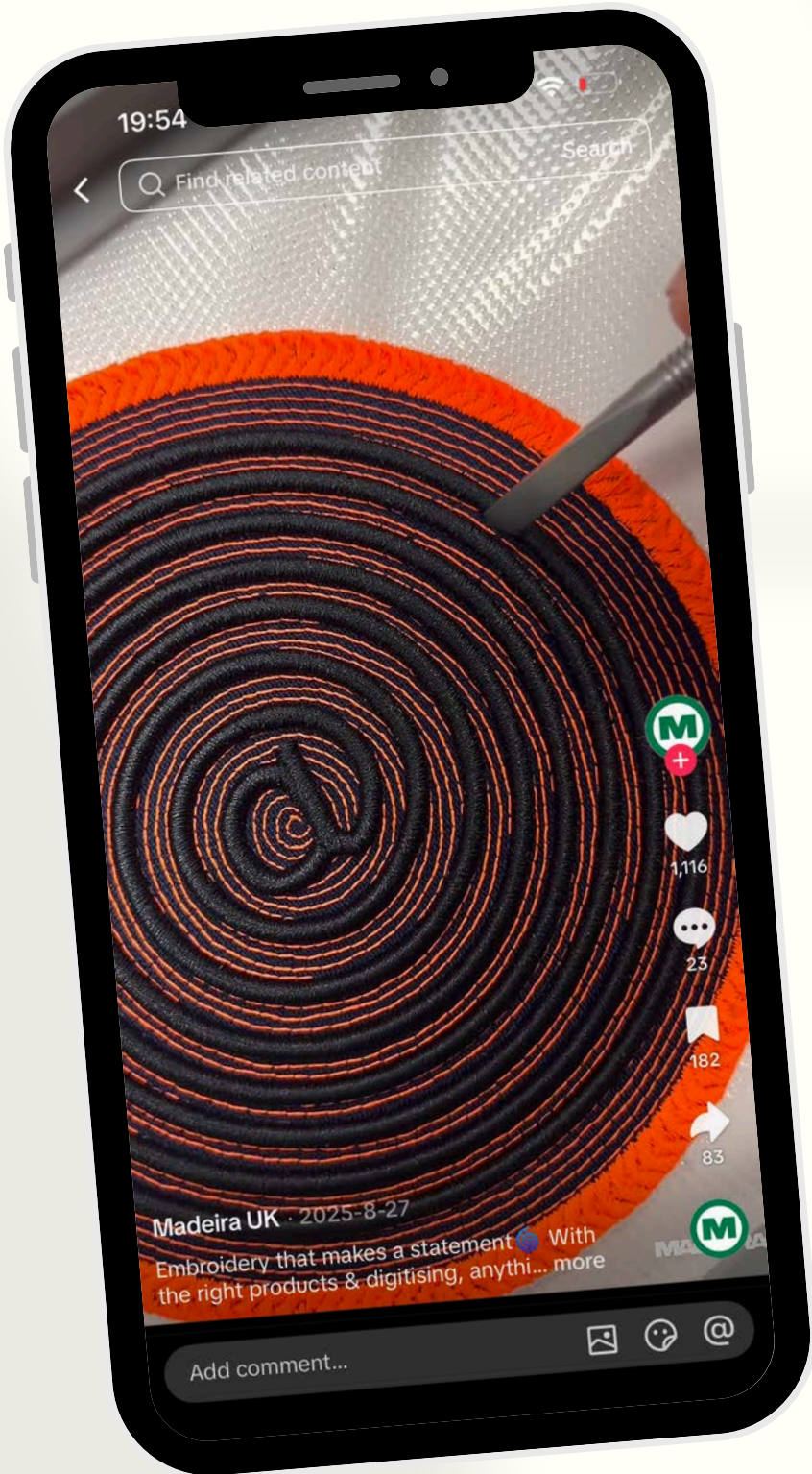
Social Media



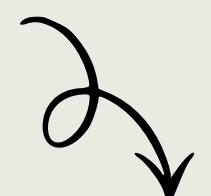
TikTok asmr trend

63.5k + views
500+ followers

[Watch me](#)



Showcasing customer testimonials



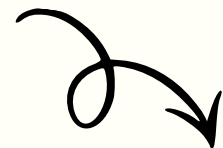
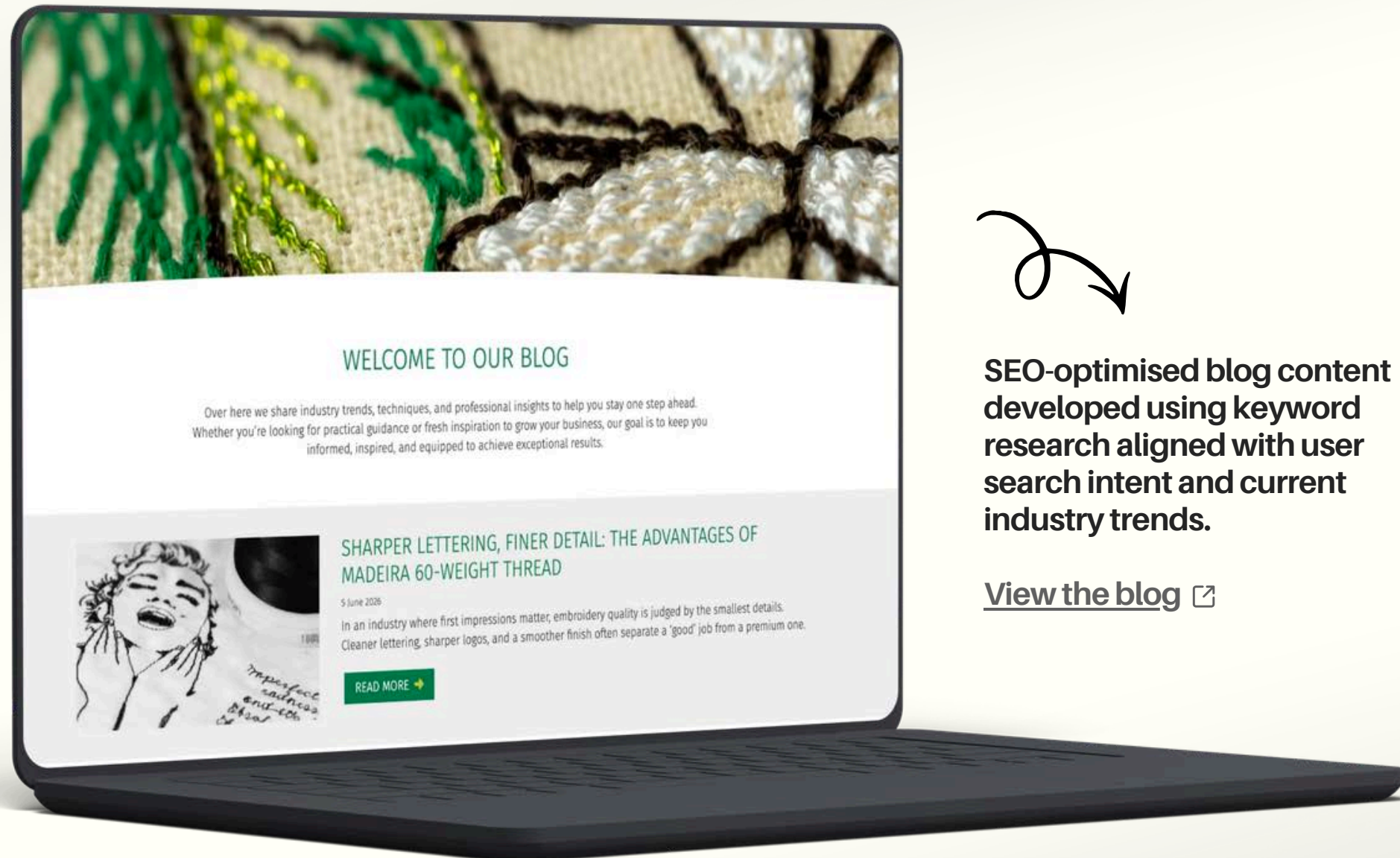
Collaborative video
Instagram post

11.4K + views
22.3% followers
77.7% non-followers

[Watch me](#)



Seo & Copywriting



SEO-optimised blog content developed using keyword research aligned with user search intent and current industry trends.

[View the blog](#) 

WHAT IS 3D FOAM EMBROIDERY?

3D foam embroidery is a technique in which a layer of foam is placed beneath the embroidery. As the machine stitches over the foam, the thread compresses and shapes it, creating a raised effect that gives the design a three-dimensional appearance.

This technique is particularly effective for logos, lettering, and graphic elements that benefit from strong visual impact. Caps are one of the most common applications, as the structured surface and bold designs lend themselves perfectly to the elevated look that foam provides.



WHY STITCH DENSITY MATTERS

One of the most important adjustments when working with foam is stitch density. The density used for standard embroidery is typically around 0.4 mm, but when foam is introduced, the stitching needs to be much closer together and reduced to approximately 0.2mm.

Reducing the stitch spacing allows the thread to fully cover the foam beneath it, ensuring that the foam remains hidden once the embroidery is complete.

A higher density also helps perforate the foam more effectively. As the needle repeatedly penetrates the foam, it weakens the surrounding material so that the excess can be easily removed after stitching.

If the stitch density is too low, the foam may remain visible between stitches or along the edges of the design. This can result in a rough or unfinished appearance, which is why adjusting density is one of the first steps toward achieving a smooth, professional finish.

ADJUSTING PULL COMPENSATION FOR FOAM

Because the needle is stitching over a layer of foam rather than directly onto fabric, the material naturally creates more resistance. As the thread tightens, this resistance can cause satin stitches to pull inward slightly, making columns or lettering appear narrower than intended.

Without proper pull compensation, letters may appear distorted or uneven, particularly in thicker satin columns. Taking the time to adjust this setting helps preserve the accuracy of the design and produces a cleaner overall result.

THE ROLE OF CAPPING STITCHES

Capping stitches play an important role in finishing 3D foam embroidery designs neatly.

These stitches are placed at the ends of satin columns or lettering and act as a seal. Securing the edges in this way will prevent the foam from pushing through the thread or becoming visible along the borders of the design.

Including capping stitches during the digitising stage is therefore essential for achieving a clean, professional finish.





POLYOCEAN

OCEAN-SOURCED POLYESTER EMBROIDERY THREAD

Made from 100% recycled ocean plastic, Madeira's Polyocean is an innovative machine embroidery thread designed for strength, stability and chlorine resistance. With a subtle, semi-gloss finish it delivers a refined, elegant appearance to every design.

Designed for eco-conscious collections and high-fashion pieces with distinctive detailing, Polyocean supports a wide range of creative applications. It is offered in a limited Capsule Colour Collection of 15 curated shades, inspired by Spring/Summer 2027 trends. A [dye-to-match service](#) is also available on request for precise colour customisation, ensuring consistency across materials while encouraging creative freedom and responsible design.

Certified by OEKO-TEX® STANDARD 100, Annex 6, product class I.

[DOWNLOAD OEKO-TEX CERTIFICATE →](#)



DRIVEN BY PURPOSE

Polyocean is built on the principle that waste can become a resource, transforming ocean-collected plastic into embroidery thread with renewed purpose.

The mission focuses on protecting marine wildlife by cleaning shorelines and oceans in high-risk regions. Only post-consumer plastic is recycled, collected through a country scoring system that identifies areas where plastic is most likely to enter the ocean.

This system is regularly verified to ensure sourcing remains focused on coastal and high-risk environmental regions.





[DOWNLOAD LEAFLET →](#)

POLYOCEAN EMBROIDERY THREAD INFORMATION

Polyocean combines high performance with genuine sustainability, empowering fashion brands and designers to create with conscience.

- Made from 100% recycled ocean-collected plastic for more sustainability in the textile industry.
- Protects marine wildlife by removing plastic waste from habitats and transforming it into a resource.
- 15 capsule colours, inspired by Spring/Summer 2027 trends, following consultation with major fashion houses.
- Certified with STANDARD 100 by OEKO-TEX® class I, Annex 6
- Dye-to-match service allows you to order customised shades to your exact specifications.

[Download technical data sheet](#)

 Needle size * 60/8 - 75/11	 Stitch density 0.4mm	 dtex 120 x 2 den 110 x 2	 1000m cons
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Website Design & UX

- **Optimising content and site structure for SEO through keyword research, internal linking, video integration, and structured page layouts**
- **Manage and update product and supporting content including descriptions, titles and media assets**
- **Ensure consistent, user-friendly content presentation across desktop, tablet, and mobile devices**

[View page](#) 



Graphic Design



**Longer lifespan.
Smarter investment.**

When recommending a one-needle-fits-all solution, we select the **65 SAN® 1**. With a titanium coating, it reduces friction and wear, resulting in a longer-lasting needle.

- As strong as a 75/11, yet finer in size
- Compatible with 40 & 60-weight threads
- So fine, the needle point is not a significant factor
- Gold titanium finish for easy identification

MADEIRA
**Precision,
Clarity,
Excellence.**

Explore our 60-weight thread ranges. Designed for intricate detail where accuracy matters most.

CLASSIC 60 **POLYNEON 60**



Upgrade with 60's.

While often associated with speciality work, 60-weight thread is increasingly proving itself as a practical, everyday solution for commercial embroidery operations.

Here's why...

- Delivers visible improvements in precision, clarity, and overall embroidery quality.
- No digitising changes – the same embroidery file can be used as with 40-weight thread.
- Reduced fabric distortion, particularly on lightweight materials.

CLASSIC 60
100% Viscose [Filament] 132 60/8 - 65/9

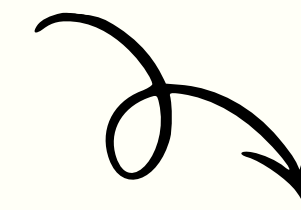
The top choice across the majority of market sectors including sportswear, fashion, promotional goods, and babywear.

POLYNEON 60
100% Polyester [Filament] 150 60/8 - 65/9

Resistant to bleach and harsh washing chemicals. The ideal choice for workwear, schoolwear, and items that are frequently laundered.



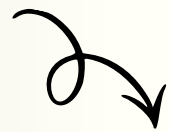
Sample stitch file



Print material:
Leaflets, posters, and flyers designed using Canva and Adobe Creative Suite.

AD Visuals

Original: Dull with
no visual impact



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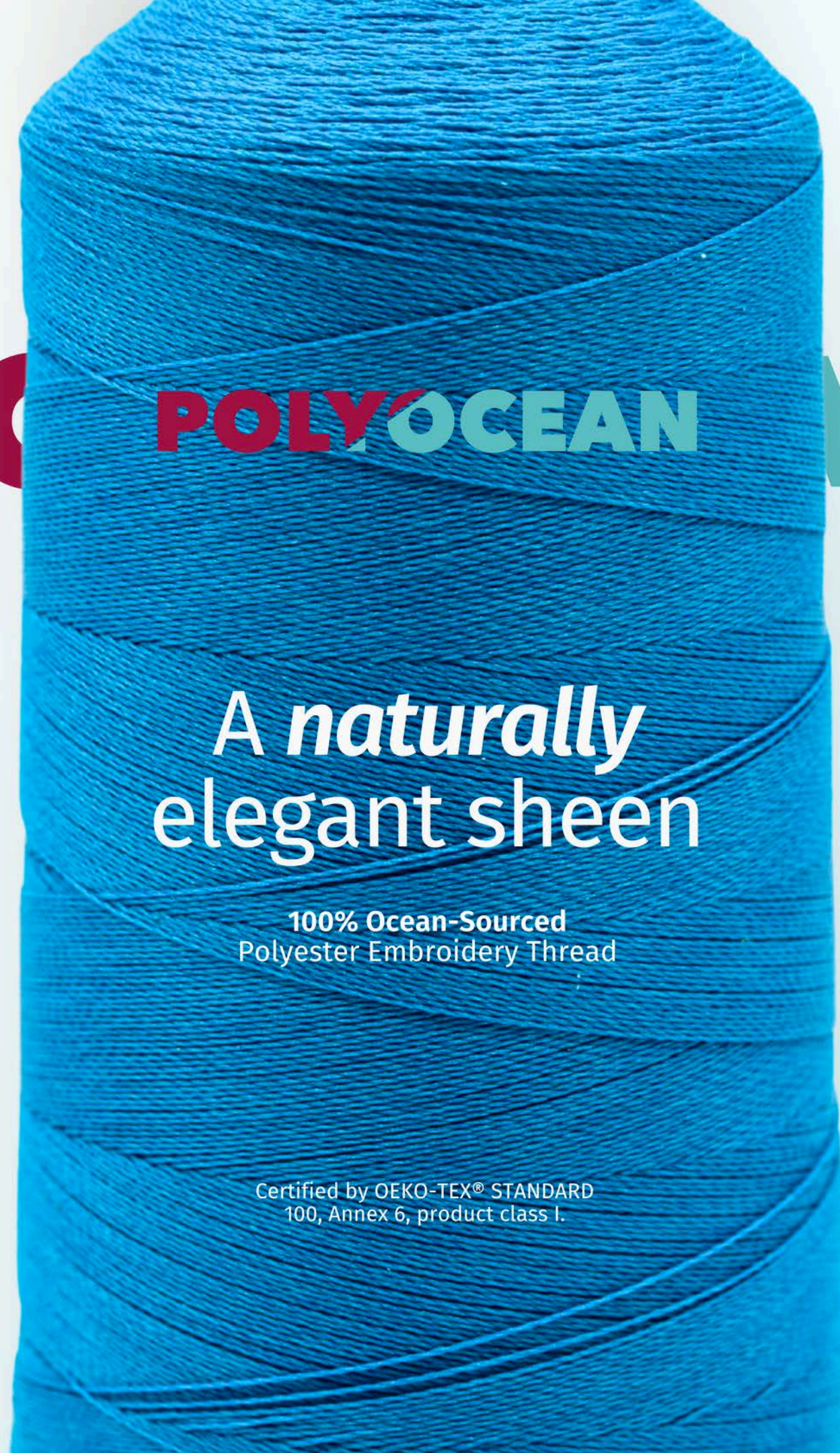
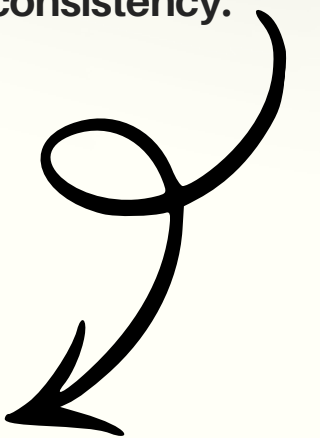
PO POLYOCEAN AN

*A naturally
elegant sheen*

100% Ocean-Sourced
Polyester Embroidery Thread

Certified by OEKO-TEX® STANDARD
100, Annex 6, product class I.

Result:
Minimalist
product graphic
focused on
sustainability,
clarity, and brand
consistency.



Photography



Campaign Analysis



TARGETED FREE DELIVERY

MADEIRA

Targeted Free Delivery

Objective:

Encourage more customers to place an order by offering free DPD next working day delivery as a limited-time incentive.

Target Audience:

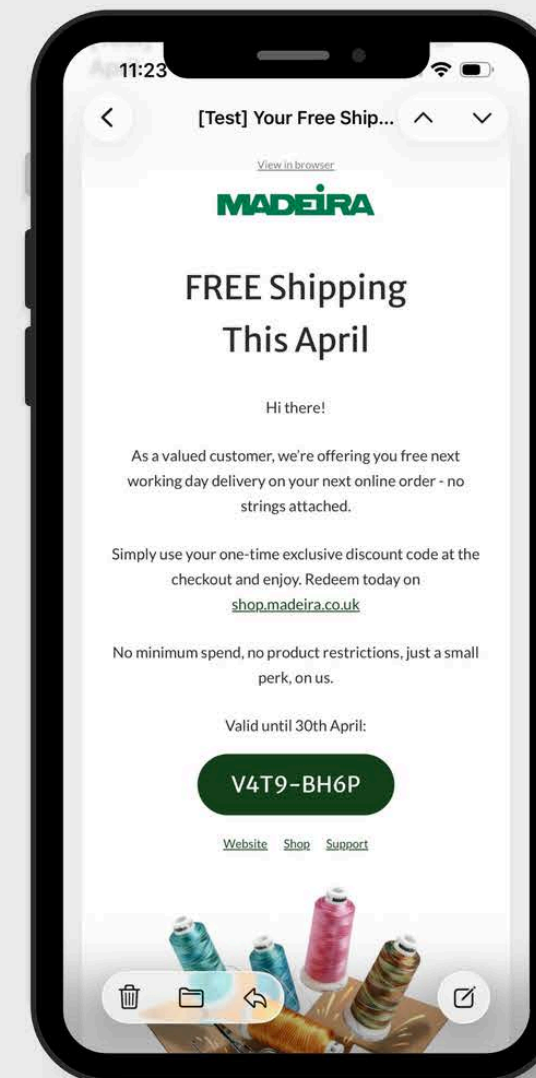
Customers who have not placed an order within the last 30 days.

Expected Outcome:

- Improved customer retention
- Increased order frequency
- Higher engagement from inactive accounts

Channel:

Email marketing



Threads | Stabilisers | Accessories



Campaign Analysis



TARGETED FREE DELIVERY - APRIL

MADEIRA

April Statistics (Code: V4T9-BH6P)

1st April - 30th April 2026

Email recipients

2,140 Bistrack report

Total opens

563 (13.9%)

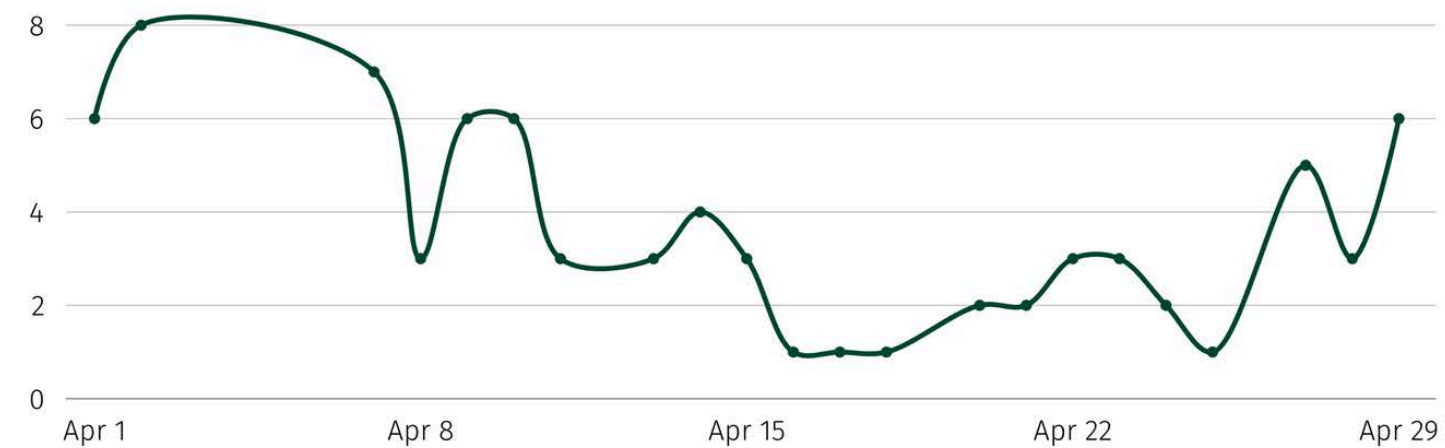
No. of Orders

78

AOV (Average order value)

£

Orders placed with date range:



Total Sales

£

Threads | Stabilisers | Accessories



Let's
connect.



@chloegreetham