

cherry

ON TOP

Sweetening your brand's success

- Strategic Storytelling
- Content Crafting
- Dynamic Designs



Strategic Storytelling

It's about creating a blueprint for your distinct identity that resonates with your audience, aligning your core values, mission, and vision, and unique value proposition. By harmonising messaging, visuals, and customer experience, a brand strategy crafts a compelling narrative that will drive recognition, trust, and long-term success of your brand.



Content Crafting

Content is every communication you make. Each type of content tells a story. It's about knowing where to begin, finding the right words, putting them all down cohesively without missing important points or saying more than is needed, and without losing sight of your brand personality.



Dynamic Designs

Bringing stories to life with graphics and setting your brand apart from competitors. One size doesn't fit all, so designs undergo a creative process to ensure they fit your brand style while making an impact on your target audience.



Services

Strategic Storytelling

- Brand strategy and positioning (blueprint)
- Marketing strategy development (roadmap)
- Campaign planning
- Marketing consultancy

Content Creation

- Copywriting (web, print, case studies)
- Blog articles
- Social media content and captions
- E-newsletters and campaign setup

Dynamic Design

- Brand development
- Graphic design for marketing collateral
- Social media graphics
- Presentations

Cherry Thelmo-Fernandez

With over 15 years of experience in marketing and communications, Cherry is a creative and versatile professional specialising in brand development and storytelling. She helps organisations connect with their audiences through compelling narratives, engaging events, and innovative digital strategies.

Passionate about learning new skills and technologies, she was self-taught in event planning, website administration, graphic design, and content marketing. She excels in crafting and executing brand strategies that resonate with target audiences and drive engagement.

Enjoying both teamwork and leadership, Cherry is always ready to roll up her sleeves and contribute to the organisation's success. Her experience spans charities, not-for-profits, small and medium businesses, and global enterprises. Her personal goal is to help New Zealand's small businesses, charities, and not-for-profits thrive and grow through effective and inspiring brand marketing.



A close-up photograph of a hand with light pink manicured nails placing a bright red cherry with a green stem onto a chocolate cupcake. The cupcake has a swirl of chocolate frosting and is in a white paper liner. Another hand is visible at the bottom, supporting the cupcake. The background is a soft, out-of-focus grey.

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