

Creativity good for the soul

Phoebe Doyle

OVERCOMING adversity to create a flourishing business is one the reasons why Chrissy Symeonakis was the worthy recipient of a Bronze Stevie award.

The Creative Little Soul marketing agency founder was nominated by a member of her staff, Amanda, unknowingly, and selected as the winner in the Woman of the Year category at the 19th International Business Awards.

"I actually woke up on Friday morning and I had had a missed call from her [Amanda] and frantic DMs saying 'I need to talk to you'," Symeonakis said.

"It was really humbling. I had a bit of a cry."

Comments from the judges of the award were a great surprise for Symeonakis as well.

"Chrissy demonstrates leadership in every sense of the word. Not only has she faced and overcome her own adversity, she now takes those lessons and shares them with the world for no other reason than to support those who share a similar life experience in the chronic illness community," one judge said.

"We need leaders like Chrissy. I am deeply touched with the way she treats her employees and her team, the way she supports them and helps them with their needs [whether] it is related to work or their health," another said.

Symeonakis started her business nine-and-a-half years ago after being diagnosed with multiple sclerosis (MS) and needing the flexibility to be able to work from home and around her health.

"In turn I have been able to employ other people that might have a chronic illness or disability as well," she said.

From fashion designers to farmers, corner shops to post offices, Creative Little Soul works with a number of small to medium-sized businesses combining innovation with data driven strategy to produce integrated communications campaigns to get results for their clients.

Symeonakis also has a particular interest in helping regional businesses, knowing the struggles that come with running small businesses.

"Because I grew up in South Australia in Renmark, I just saw, and I do see whenever I go home, that regional businesses are sometimes at a disadvantage in having access to guest speakers or trainers, maybe they don't have the budget to hire somebody and they are wearing all of those hats," Symeonakis said.

"So, for me, it's about how can I help regional Australia – how can I help them to create or inspire them or motivate them, but also how to put them on the map from a digital perspective as well."

Creative Little Soul work with businesses' social media, email marketing, branding, copywriting, SEO and website development, as well as looking and applying for grants on behalf of small businesses.

"People shouldn't be intimidated by asking for help – it's really difficult to do all the things [in a small business] and to do them well," Symeonakis said.

To find out more about Creative Little Soul marketing agency or to book a free 15-minute call with Chrissy, visit www.creativelittlesoul.com.au.



Creative Little Soul founder Chrissy Symeonakis. Picture supplied

CREATIVE LITTLE SOUL



Chrissy & her team at Creative Little Soul have an amazing capacity to get projects done without a fuss and in a timely and efficient manner. They are a dynamic, responsive and creative team. Chrissy has a strong work ethic and passion for supporting businesses which seems to be in her DNA. Keep up the great work team!

Redoak Beer Boutique Sydney

Amazing group, caring human beings, who know what you want and get it done.

Professional and up to date with all the trends, I highly recommend them.

Georgia - Koutouki

Chrissy and her team are simply outstanding. They handle all of our SM. Their greatest attributes include responsiveness and quality. Most of all they understand our business. They are proactive and are always on our case to ensure we engage with our customers. They have without a doubt helped us increase customer engagement and awareness. They have increased the level of our business across multiple locations.

Peter Papas - Kazzi Beach Greek

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Start achieving your business goals and seeing results with our very own award winning superstar, Chrissy Symeonakis!

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