

Lilian Santini

Fractional Chief
Creative Officer

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in Lilian Santini

EXPERTISE

I help scattered brands become coherent, reactive teams become strategic, and complex ideas feel simple and beautiful.

Strategic creative direction for wellness, beauty, and innovation companies that need brand clarity as they grow.

SERVICES OFFERED



Strategic Partnership

Ongoing creative direction and brand leadership for companies that need executive-level guidance without full-time overhead.

What's Included:

- Bi-weekly strategy sessions (2 hours, twice monthly)
- Creative direction for campaigns, messaging, and brand decisions
- Strategic guidance for your marketing/creative team
- Responsive support between sessions for urgent decisions

Ideal For:

- Companies where the brand feels scattered across channels
- Teams creating off-brand work without clear direction
- Organizations making reactive decisions instead of strategic ones
- Brands that need to become business assets, not afterthoughts

Results:

- Brand coherence across all touchpoints
- Team confidence in creating on-brand work
- Strategic clarity in decision-making
- Messaging that actually resonates

Strategic Partnership + Design Execution

Complete creative function: strategic direction plus beautiful execution.

Everything in Strategic Partnership, plus:

- Campaign assets (social, email, web, advertising)
- Brand collateral and presentations
- Ongoing design updates and templates
- 2-3 major design projects per month

Ideal For:

- Companies that need both thinking and making
- Teams without in-house design resources
- Organizations wanting seamless strategy-to-execution

PORTFOLIO: [THECOPPERPORTICO.COM/CASE-STUDIES](https://thecopperportico.com/case-studies)



APPROACH



I bring emotional intelligence to brand strategy—ensuring your brand doesn't just function well, but feels right.



My specialty is making complex ideas simple and beautiful. I see patterns others miss, bring clarity to chaos, and help teams understand not just what to create, but why it matters.



With 20+ years partnering with wellness, beauty, and culture brands, I understand how to create brands that connect authentically.

ENGAGEMENT STRUCTURE

Initial Commitment: 3 months

After initial term: Month-to-month with 30 days notice

Alternative: Brand Strategy Sprint (3-day intensive) for companies wanting to experience the work before committing to ongoing partnership.



CLIENTS SAY

"Everything feels *more cohesive* now."

"You *saw things* we couldn't see."

"You helped our team finally understand what our *brand actually is*."

NEXT STEPS

Schedule a 20-minute consultation to discuss your brand challenges.

→ Book consultation with [Calendly](#)

→ Email: lilian@thecopperportico.com

→ Learn more: LilianSantini.com