

Communications Consultancy

instudio
COMMUNICATIONS



Using a
creative agency approach
to corporate communications.

Hello,

Thank you for taking the time to learn more about Instudio Communications. My hope is that you find something here you identify with. The best working relationships are as a result of a mutual understanding and a drive towards common goals.

With a career in marketing and communications, I have always been interested in the union of business and creativity. Through the right mix, the successful development and delivery of a product or service evinces emotion, enables expression and, quite simply, connects.

I formed this consultancy to support business communications. Whether you are looking to tell a story or connect with your stakeholders, you will benefit from professional support to help you organize your message.

Through a more introspective approach to business communications, I help companies get at the heart of what they do and who they are, so that they can get clear on their communications, attract their stakeholders, enable the right partnerships and better connect with their employees.

I operate this business from the perspective of what I was looking for when I needed communications support working within various companies.

Take a read through this material and get in touch with any questions or opportunities to work together.

Natalie Pastuszak

Existing Companies

To fulfill corporate and organizational communication needs by being an extension of your team.

Newly Established

To define business purpose and align communications to develop materials needed for launch.

Supporting stakeholder-based
business-to-business organizations.

13+ years of in-house communications experience

From a publicly traded Fortune 500 company to a government corporation and several in between, I've held various in-house communications roles. I've positioned the story in PowerPoint decks, project managed annual reports, created communications frameworks, managed communication teams, made board presentations, led public relations campaigns, and more.

I help companies communicate what they do and who they are, and then ensure that messaging is clear and consistent throughout.

When this is done well, your messaging can attract the right talent, client base and partnerships with ease. You can then move forward with better directing marketing and advertising dollars, communications workflows and outreach.

Over the years, I've developed a Swiss Army knife of communications skills, and I understand how to weave it all together—from corporate communications to internal communications; from stakeholder relations to public relations, etc.

I can identify what you need and help you get it done, either through my services or partner services, or to simply help you clarify your scope.

My service partners include graphic designers, copy editors, copy writers, trademark lawyers and web developers.

Hiring out is difficult

Ideally, you want someone who can jump in and help you do what you already know needs to get done.

I've been there and I help.

Communication is never done

As soon as your deliverable is done, more is needed; of course, this is expected.

It's important to get the basics done right to ensure a clear road map for consistency.

You don't know where to start

It's challenging to know whether to start from design, or copy or the platform.

It's all connected: I can help develop a clear path forward.

Asking Questions

My role is to support you and get you to a place of clarity. I'm here to be a sounding board and pull out the answers you already have.

Structuring & Organizing

Supporting business-to-business communications for years, I can anticipate various needs and create a framework for moving forward.

Understanding & Interpreting

I structure and organize information all day long. This is the wireframe for good communications.

Services that adapt
to your business needs.

Upcoming Deliverable

Confidential support in developing, reviewing, organizing and/or improving your most pressing deliverable so that it is handled with care and precision, and ready to send.

Ideal for: Getting a defined deliverable through the finish line.

Communications Concierge


A predetermined number of hours each month to service your business' short-term and ad-hoc communication needs.


Ideal for: Extra hands on deck when you need it without a defined scope.


Business + Brand Accelerator

8-week one-on-one program designed to support your new business-to-business by getting you clear on your business purpose and developing your most pressing material.


Ideal for: Soon-to-launch business feeling stuck without the professional communications in place.


 Vision and Mission Statements


 PPT Presentations

 Content Creation


 Bio Development

 Website Copy


 Employee Communications

 Internal Workflows

 FAQ Preparation

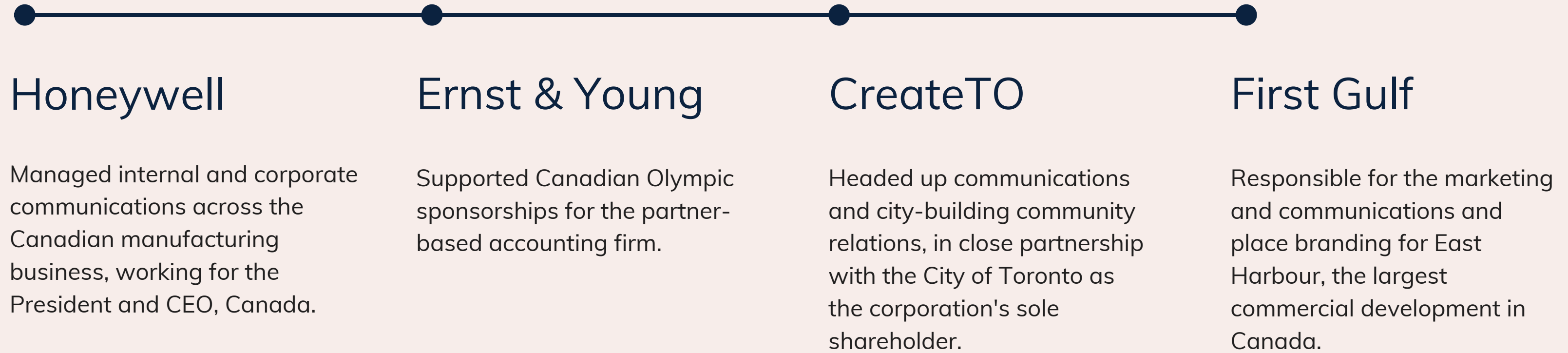
 Stakeholder Reporting

 Strategic Planning

 Copy, design and formatting

 Project Management

TYPE OF WORK



IN-HOUSE EXPERIENCE

Get in touch.

Email:

natalie@instdio.com

Schedule a call:



LinkedIn:

