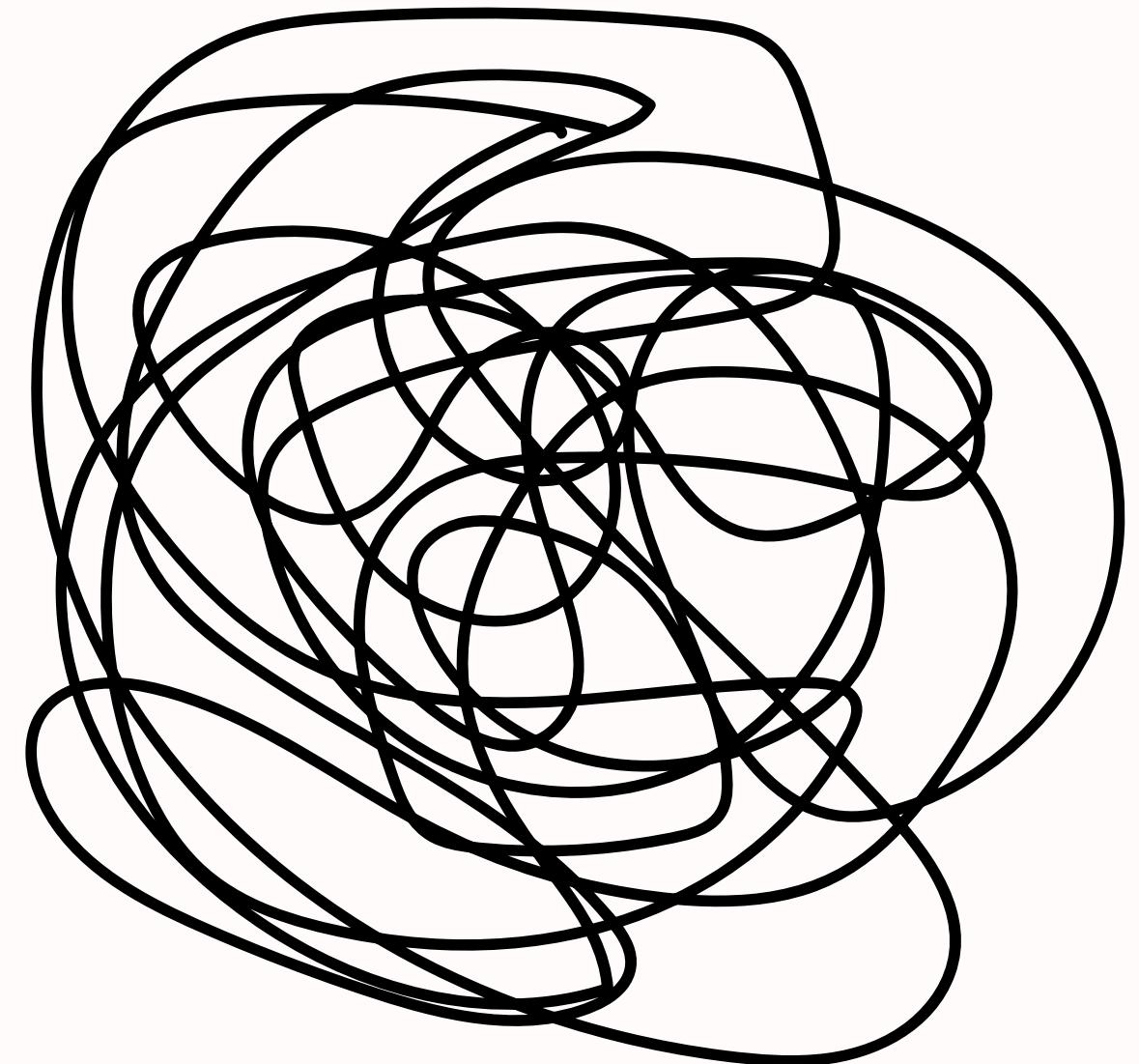


*sol*  
CREATIVE



# hola!



gareth



aaron

We're Gareth and Aaron. Husbands, travellers, and the pair behind Sol Creative. After over 25 years in communications strategy, and training, we sold our house, simplified life, and hit the road in our motorhome with our dog Rio. That change gave us the freedom to re-write our own story and build a business where creativity starts with people, not templates.

We bring strategic insight, hands-on experience, and a love of fresh ideas to every project - from brand strategy to standout content and stronger team communications. No two organisations are the same, so our work never is either. Sol Creative is the next chapter of our lives, and we'd love to bring that energy into your story too.

Gareth started his career in local government, then moved into client-facing roles in 2023 and brought his experience into the private sector, helping organisations communicate with confidence and clarity.

He's since designed and delivered digital communications and social media training for teams around the world, making complex ideas feel simple, practical, and easy to put into action. Whether it's running a 1-1 workshop or supporting a team, Gareth focuses on helping you reach your goals more effectively and use digital tools in a way that actually works.

Alongside training, Gareth specialises in client relationships and account management. He's worked with a range of high-profile clients worldwide, including UK Government and Defence organisations, helping them build stronger communication strategies and a more impactful digital presence. Approachable, steady, and people-focused, Gareth is all about making clients feel supported from day one.



# GARETH



Aaron's career began straight out of college, working for a small business in the Forest of Dean selling shipping containers - an unexpected start that taught him how to communicate well, build trust and work closely with customers. In 2008, he joined the Civil Service, and that's where his communications journey really took off.

Over nearly two decades, Aaron moved into senior communications roles across some of the UK's most high-profile organisations, including 10 Downing Street, the Cabinet Office, the Department for Exiting the EU and UK Defence. Along the way, he's led teams, shaped national campaigns, and developed deep expertise in social media strategy - helping organisations use digital channels to reach people clearly, confidently, and at scale.

Most recently, Aaron was Head of Campaigns, Channels and Content at Ofgem, leading a team of campaign, social media and design specialists. Together, they delivered major national campaigns to support energy customers across the UK - work that combined strategic thinking, creativity, and a real commitment to making information easier for people to understand.

# AARON



# OUR VALUES

01

## Creativity

We lead with creativity, pushing clients in new and exciting directions. Every idea is backed by evidence, ensuring our solutions are bold, thoughtful and built to work.

02

## Clarity

We bring calm and clarity through smart, strategic thinking. As experts, we take problems off our clients' plates, delivering solutions that reduce stress and create real peace of mind.

# WHAT WE DO

# strategy

***"I knew exactly what to do. But in a much more real sense, I had no idea what to do."***

***- Michael Scott***

We've all been there. Staring at a blank page, knowing exactly what the business needs to achieve but not quite how your communications should get you there. It's frustrating, and it can stall progress fast.

That's where we step in.

We bring clarity to the noise and turn uncertainty into a clear, actionable strategy you can move forward with confidently.

Hand the development over to us, and we'll return a plan designed to deliver results and reach the audiences that matter. Think of us as an extension of your team - here to lighten the load and make everyone's day run a little smoother.

# social media

Navigating social media can feel like a minefield, and it's completely understandable if it's not where you want to spend your time.

You already have a business to run, clients to support, and a long list of priorities that sit far above posting on Instagram or figuring out the latest TikTok trend. The constant pressure to stay visible, relevant, and consistent can quickly become overwhelming.

That's exactly where we come in. Our role is to remove that stress and bring structure, clarity, and confidence to your social presence. We offer a comprehensive range of services - from audits and full strategy development to hands-on implementation and ongoing management packages designed to suit a variety of budgets and needs. Whether you're looking for a complete overhaul or simply someone to keep things running smoothly, we can step in at the level that works for you.

At its core, our work is about making your life easier while elevating the impact of your social media. If it helps you communicate more effectively, reach the right people, and free up your time, we're here to support you.

# training

Whether you're welcoming new team members or looking to upskill the people already in place, we're here to support you.

Training shouldn't feel generic or off-the-shelf, and we take the time to understand exactly what you need before anything else.

We work closely with you to shape each session around your specific goals, tailoring the content, format, and delivery to ensure your learning outcomes are met with clarity and impact. Flexibility is at the heart of how we operate - from short, focused webinar-style sessions to multi-day programmes, we adapt to what works best for your organisation.

Every course we deliver is designed to reflect the uniqueness of your team and the challenges you're navigating. Our aim is simple - to provide training that feels relevant, practical, and genuinely useful. Giving your people the skills and confidence they need to thrive.

# courses

## social media storylab

This masterclass demystifies the social media landscape, helping participants understand how different platforms function and how audiences engage with content.

It combines strategic insight with practical examples to show how social media can be used intentionally and consistently as part of wider communications.

The session focuses on building clarity, confidence, and a more purposeful approach to creating and managing social presence.

## strat comms 101

This course introduces participants to strategic communications planning using an easy to follow framework. Through practical exercises and real-world case studies, participants explore how effective communication starts with clear objectives, a deep understanding of audiences, and insight-led thinking.

The course focuses on building strategic confidence, showing how to turn analysis and planning into creative, purposeful communication activity that delivers the right messages to the right people, at the right time, in the right places.

## media training

This course prepares participants to represent their organisation confidently and professionally when engaging with the media.

Using a blend of expert insight, practical exercises, and realistic interview scenarios, the training provides a supportive environment to practise communicating under pressure.

Tailored feedback ensures the experience is relevant, realistic, and directly applicable to real-world media opportunities.

# courses

## presenting with impact

Designed to build confident, engaging presenters, this course focuses on how messages are delivered as much as what is said.

Through practical exercises, coaching, and live feedback, participants explore techniques to connect with audiences, manage nerves, and communicate with clarity and presence.

The training is interactive, supportive, and adaptable to a wide range of presentation contexts.

## smartphone content production

This hands-on course shows how professional, engaging content can be created using only a smartphone.

Participants take part in practical exercises and creative challenges that mirror real content needs, from filming to editing.

The course balances technical know-how with creativity, focusing on making content that feels authentic, polished, and fit for purpose across platforms.

## bespoke courses

Every organisation has its own communication challenges, which is why we offer bespoke training programmes shaped around your specific needs.

Whether you want to adapt elements of our existing courses or create something entirely new, we work with you to tailor the content and format to your team.

From single workshops to multi-session programmes, our tailored approach ensures every session is relevant, practical, and immediately useful.

# let's talk

No hard sales techniques.

No spam emails.

No pressure.

Just conversations about your challenges, and whether we can help. We'd love to talk and create something special together.



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hasta luego!

