



S.O. Creative: Where Creativity and Fun Meets Growth and Quality

When it comes to running her business, Sherri Oldham is not all about the money:

“I want to have fun. That’s why I’m in this business. To me it’s about having a good time, doing a good job, and creating great work,” Sherri elaborated.

Sherri is the president and creative director behind S.O. Creative: an award-winning, Houston-based branding and marketing agency. With a track record of over 25 years, S.O. Creative builds brands by focusing on the uniqueness of each client and building a strategy that delivers long-term sales results.

S.O. Creative sets their clients up for success through the many services they provide, including marketing strategy, brand development, creative development, digital marketing, and website development. S.O. Creative’s clientele is varied, but they specialize in handling clients in the renewable energy, chemicals, oil and gas, specialized construction, and trucking and logistics industries.

Sherri has decades of experience working in the brand-making industry. After spending her time at the major agencies in Houston, she set out to make a business of her own. That was the start of S.O. Creative. Today, she remains involved in every aspect of the agency, from client meetings to managing websites. The creative parts remain her favourite; helping clients see success through creative and innovative ideas.

“Its all about making the creative and deadline come together. Being in this business for a long time, I know how to get there faster.”

Luckily, Sherri isn’t alone in her pursuit of marketing mastery. S.O. Creative hosts a small team of four, but Sherri maintains close relationships with several high-quality freelancers in the industry. The personal approach that her team applies means S.O. Creative

exceeds deadlines and expectations every time.

“Faster, clearer, without compromising the quality,” Sherri described.

However, maintaining a small company is not without its challenges.

“To get known is always a challenge. Clients want to get competitive bids, but the problem is we’re not selling widgets: you’re not always going to get the same quality of product, or the same scope of project.”

Moving forward, S.O. Creative is expanding on their digital services. In addition to website development and online advertising, S.O. Creative is beginning to employ A.I., video, and content creation to their collection of tools and services.

See how your brand can drive growth at their website:

<https://socreatives.com>

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