

# CLOVAR CREATIVE

PORTFOLIO

Clovar  
CREATIVE







# ABOUT

Hello I am Chloe Grabham, owner of Clovar Creative. I am a freelance writer, photographer, and creative marketer based in the Blue Mountains, NSW.

I have over 10+ years of writing, content creation and marketing experience across a variety of fields but mostly within the tourism and hospitality industry.

I am passionate about working with clients from all walks of life who want to take their business to the next level.

When I am not behind a screen typing or a lens shooting, you can find me reading a good book or out on a trail exploring this great southern land.





# clients & collaborations

**organic**  
GARDENER WABC

BOWERY

  
**Flow State**  
Yoga & Meditation Studio

  
**BEST/  
RESTAURANTS  
OF AUSTRALIA**

BLUE MOUNTAINS  
**Gazette**

where  
**WILD**  
things  
**ROAM**

**JV**   
LANDSCAPING

**Gault &  
Millau**

**AVALON**

**MTNS  
MADE**

**BLUE  
MOUNTAINS  
TOURISM**

**focus &  
flourish**  
MARKETING

 **scoop**

**NATIONAL  
TRUST**

**DoughTime**  




# CONTENT EXPERIENCE

An overview of some of the types of content and programs I have skills and experience working with:

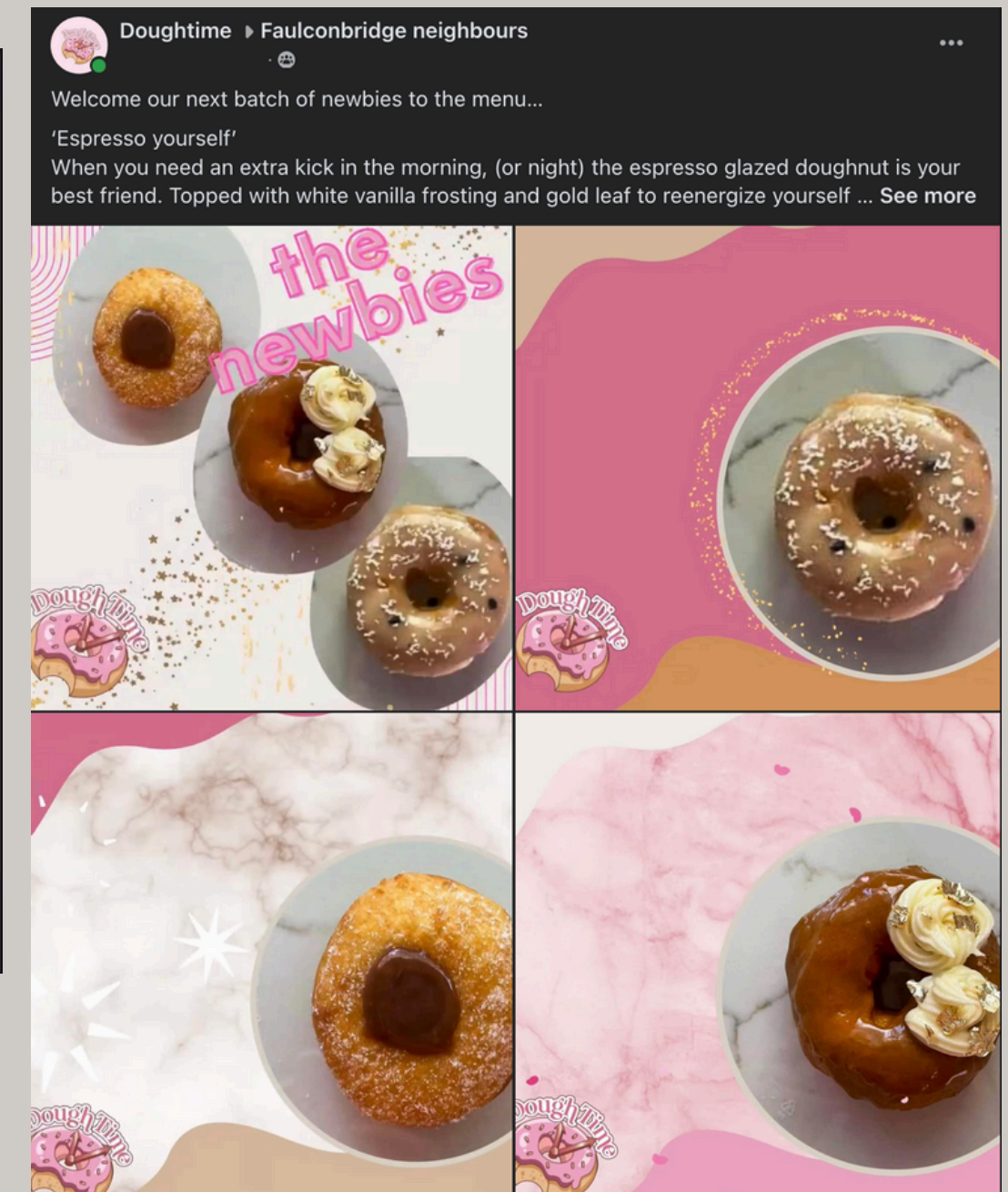
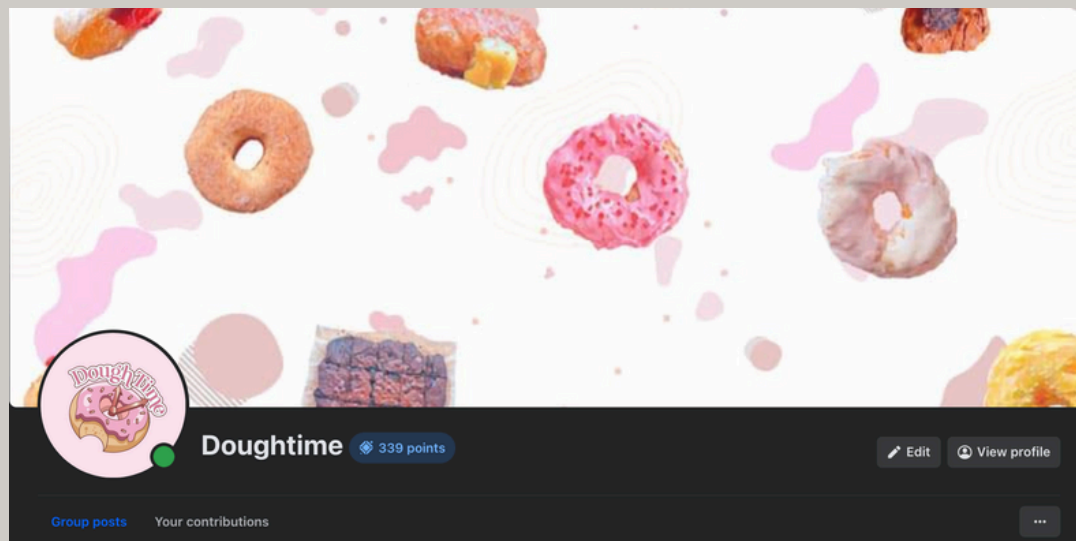
- **Website content**
- **Blogs**
- **Social Media**
- **EDMs/ Internal & External Comms**
- **Google Ads**
- **Print Media**
- **SMS**
- **Mobile App Content**
- **UX Focus**
- **Creating Online Events**
- **Canva**
- **Salesforce**
- **HubSpot**
- **Mailchimp**
- **WordPress**
- **WiX**
- **Hootsuite**
- **Trello/ Jira/ Asana**
- **Sendible**
- **BeeFree**
- **Lightroom**
- **Google Analytics**
- **Microsoft Suite**
- **Social Media Platforms**
- **Buffer**
- **Red Marker**
- **Grammarly**



# SOCIAL MEDIA EXAMPLES

These are examples of social media profiles I have worked on for businesses as a contractor to an agency and clients I have worked directly with. I have crafted the written content and the supporting graphics to go with the posts and scheduled them across multiple social media platforms.



## DOUGHTIME






# SOCIAL MEDIA EXAMPLES

## VISIT BLUE MOUNTAINS

**Visit Blue Mountains** 

10 April at 20:03 · 


Launching just in time for the Easter and Anzac Day weekends, [Parklands Country Gardens & Lodges](#) new Lakeside Canopy tents in Blackheath are the ultimate Blue Mountains hideaway for couples seeking peace, privacy and a touch of luxury.



Tucked within a 28-acre heritage estate and set beside a private lake, these spacious glamping tents invite you to soak up the serenity. Immerse yourself in the outdoors in a freestanding bath, by the firepit under the stars, or curled up indoors in comfort.



With luxe hotel-style touches, seamless indoor-outdoor living, and access to Parklands Day Spa, treat yourself with a spot of glamping and fresh Bluey's air.

Book your stay here: <https://buff.ly/crQtuQY>

[#parklandslodges](#)  
[#Blackheath](#)  
[#visitbluemountains](#)  
[#bluemountains](#)  
[#feelNSW](#)  
[#visitnsw](#)  
[#australia](#)  
[#bluemtnsrundeeep](#)  
[#bluemtnshaveyoubeentherehaveyoudonethat](#)  
[#worldheritage](#)



**visitbluemountains** 




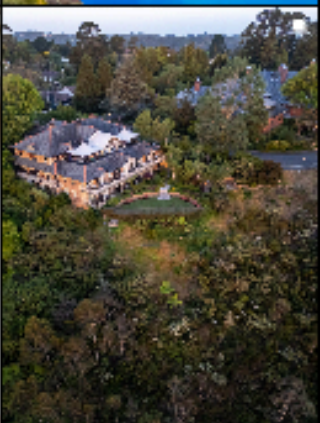
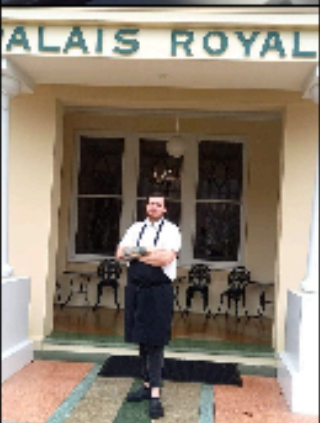
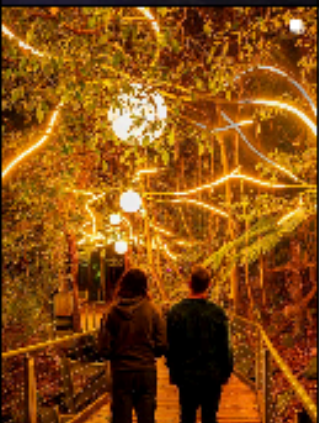
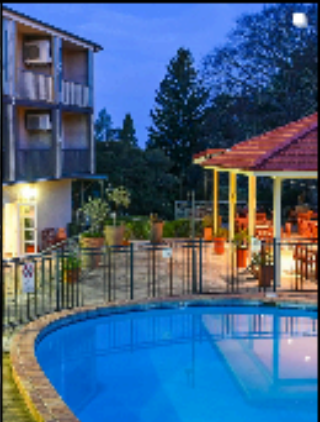


Following  

959 posts · 10.8K followers · 417 following

Visit Blue Mountains  
Landmark & historical place  
Go deeper into the Blue Mountains, a World Heritage-listed destination. 🌲 🏞️  
Tag our page or #visitbluemountains for a c... more  
📍 [linktr.ee/visitbluemountains](#)

Followed by [doughline\\_au](#), [david.dodd](#) + 101 more

POSTS · REELS · TAGGED





# EDM DESIGN EXAMPLES

<b>6 or 12 month</b> <small>Advertising options</small>	Say hello to our new advertising options of 6 and 12 months. It's a simple, time-saving option that keeps your business in the spotlight all year long
<b>Part-pay available</b> <small>Flexible options</small>	There is also a payment plan option available to make life easier when it comes to managing payments
<b>Easy online booking</b> <small>Save time, no forms</small>	With many repeat advertisers not often changing their artwork, you can say goodbye to filling in booking forms, which are now all streamlined as part of the online process!

[View this email in your browser](#)

## BLUE MTNS



### A Time To Explore, Taste, and Discover Local Gems

There's something about autumn in the Blue Mountains that shifts your perspective—maybe it's the way the escarpments catch the afternoon light or how the cooler air makes everything feel a little crisper, a little more alive.

It's the time for trying something new: hiking an unfamiliar trail, discovering the abundance of local artworks, or settling in for the weekend at a quaint little stay with majestic valley views.

Spend a slow afternoon in a laid-back café, or devour a bold, seasonal dish at a cosy restaurant.

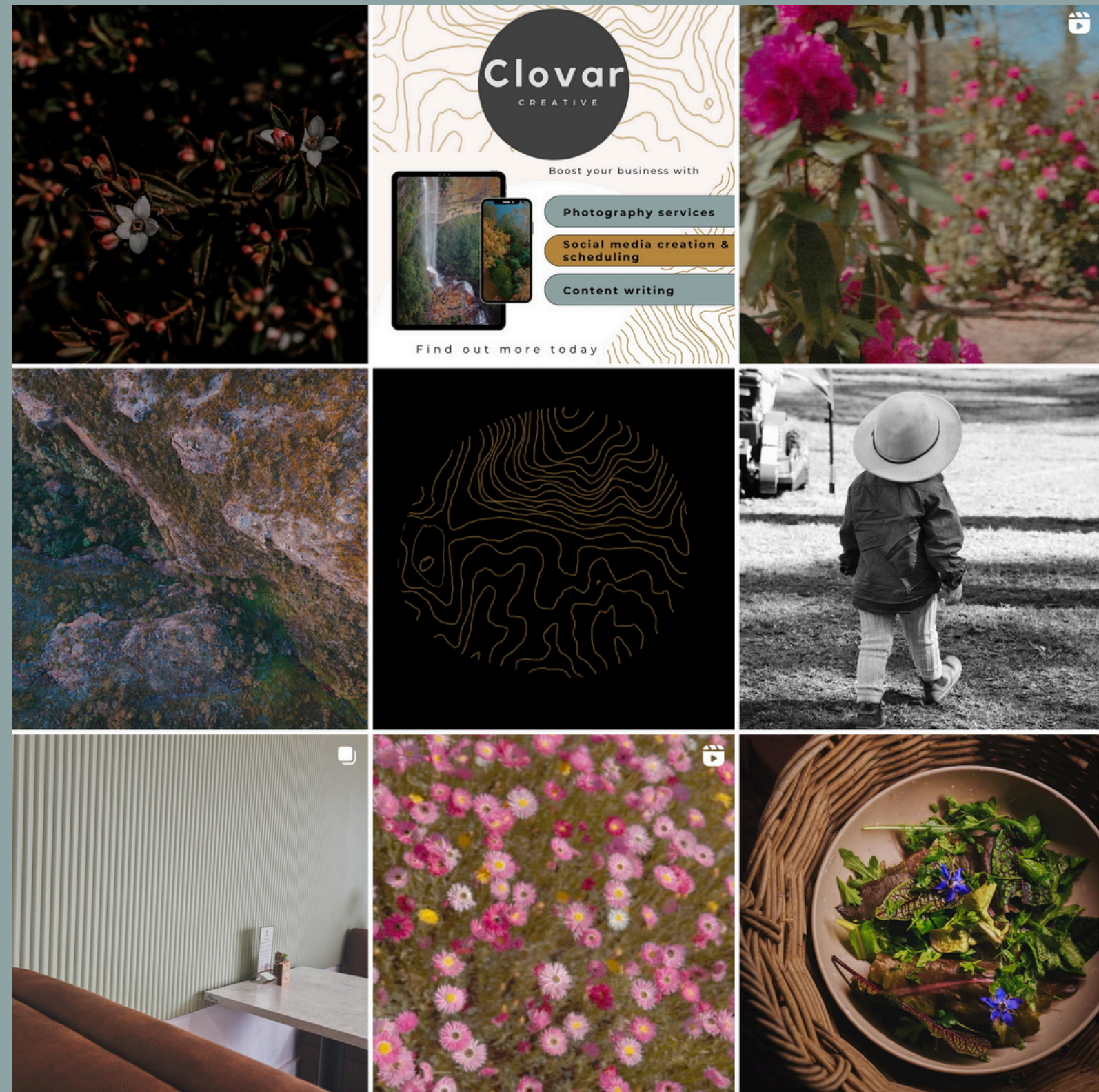
This is the mountains—unexpected, creative, and proudly local.  
What new adventure will you seek this season?



# MORE EXAMPLES

## CLOVAR CREATIVE

Further examples of my  
photography and social media  
style can be found at:  
<https://www.instagram.com/clovarcreative/>





# WRITING EXAMPLES

These are some examples of my published works and businesses I have worked with



Please find the links below to some of my published works

- [Blue Mountains Tourism](#)
- [Best Restaurants of Australia](#)
- [MTNS MADE Magazine](#)
- [BizCover "How to start a Business" contributor](#)
- [Where the Wild Things Roam](#)
- [Sydney Scoop](#)
- [Lyttleton Stores](#)
- [Road Trippers](#)
- [Young Farmers Connect](#)



# PHOTOGRAPHY EXAMPLES

Jazz & Wine Festival, Norman  
Lindsay Gallery



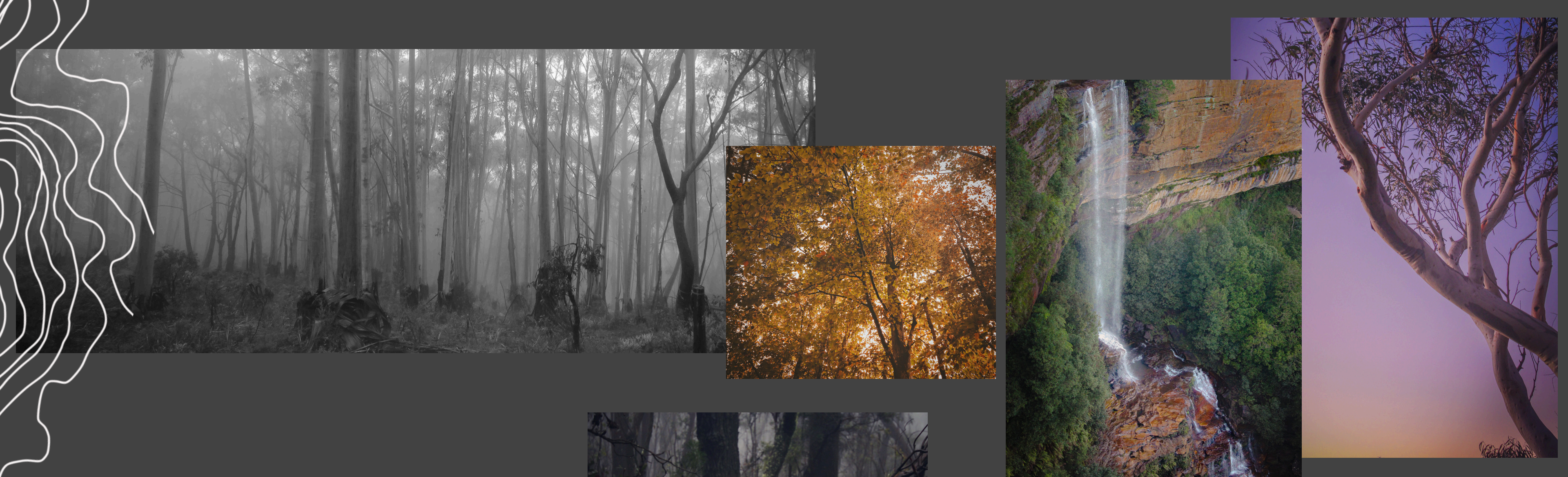


# PHOTOGRAPHY EXAMPLES

Bowery, Katoomba

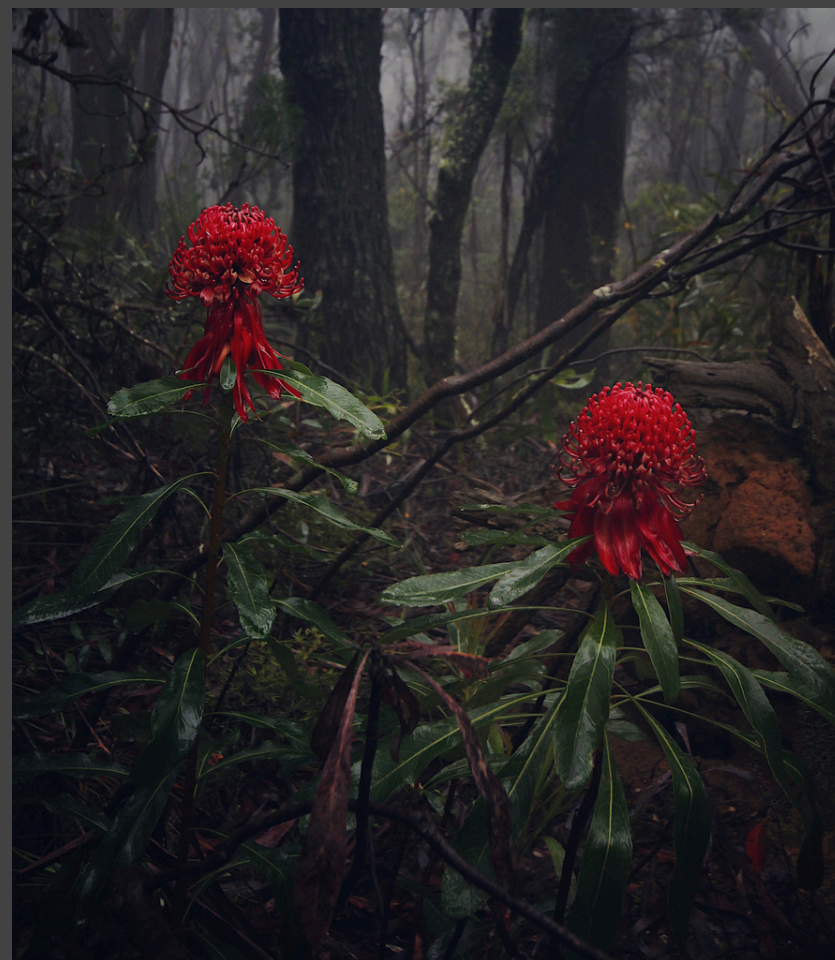






# LOST BEAUTY

A photographic exhibition of my  
works at  
Lyttleton Stores, 2022





# THE LOGO

The concept for my logo was born with my passion to represent the down to earth, natural and local approach I take with my business. The lines are tracings of topography maps of some of my favourite mountains and locations in the Blue Mountains including Mount Hay, Lockleys Pylon, Rigby Hill and Mount Solitary.

Like the maps, I want my services to be the guidance, direction and support they need to exceed their business goals.





# CONTACT

[hello@clovarcreative.com](mailto:hello@clovarcreative.com)

0404 644 888

[www.clovarcreative.com](http://www.clovarcreative.com)



**@clovarcreative**

**Clovar**  
CREATIVE