CLIENT REFERENCE

From Jim Holben

Chief Marketing Officer, Defendify

Regarding: Xander Sanborn, Nautilus Creative LLC

I’ve worked with Xander Sanborn on creative strategy and brand direction for Defendify, including the development of a creative brief and collaborative brainstorming around the evolution of our brand and campaign concepts.

What stands out about Xander is that he thinks beyond simply executing a design. He takes the time to understand the audience and business objective, brings original ideas to the table, and contributes thoughtfully to the broader creative direction. He is also receptive to feedback, communicates clearly, and has been highly collaborative throughout the process.

I would confidently recommend Xander to other Maine companies looking for a creative partner who combines strong creative thinking with an understanding of marketing, audience, and business goals.

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