

# SPOTLIGHT MEMBER

**Skillet** has evolved over the last five years from a small design firm to a robust team of some of the most talented designers and illustrators in the specialty food industry. Coupled with that unmatched design talent, our team includes a former award-winning journalist and digital natives who create content for our client's websites, social channels, blogs, and videos. As the owner of Skillet, I couldn't be more proud of the team that we have created. Skillet is truly a collaborative environment which results in creative work that our client's love and more importantly, so do their customers.

Our biggest area of growth over the last two years has been in storytelling through videos. Coming from a background of broadcast journalism, adding the videography component was a natural progression to our service offerings. We create long-form videos that lend themselves to more extensive storytelling, such as the recent *#Better Together* video showcasing the benefits of Reinhart Foodservice and Black River Produce combined companies. We also create short videos that can be social vignettes or stop-motion videos that are quick, fun and often entertaining for social channels. We start our video production with a storyboard ensuring that the brand message is on point and the visuals are in-line with our client's vision. This process is similar to how we approach all of our content and/or design projects... develop the strategy first so that the creative—whether it is content, video, branding, or packaging—is accomplishing our client's goals and setting them apart in the extremely competitive food and beverage industry.

We have had the good fortune of working with some of Vermont's premiere specialty food and beverage brands as well as specialty food producers across the country. The most rewarding thing about owning Skillet has been the ability to enable our talented team to unleash their creativity while also building relationships and often friendships with our clients. I am also a mom to a 17-month-old baby girl and 8-year-old boy; president of Essex Town PTO; a coach for youth running program, Mini Milers as well as a business owner. Finding the balance between work and family I believe is always a struggle as business owner, but I have found that if you surround yourself with amazing people—like we have done at Skillet—then the balancing act becomes less of a challenge. The trust and faith that I have developed in our Skillet team as we have evolved over the last five years allows me to be a better business owner, mom and volunteer.

- Nicole L'Huillier Fenton  
Owner, Skillet

Learn more at  
**SKILLETCREATIVE.COM**



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