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Sela & Co. is an independent brand and growth consultancy rooted in clarity, creativity, and strategic foresight. Founded by Denise Lanorias, the studio supports emerging and evolving businesses through a refined blend of brand strategy, creative marketing, project management, and business development — all grounded in purpose and long-term value.

FOUNDER BIO

Denise Lanorias is the founder and principal consultant of Sela & Co., an independent consultancy dedicated to helping brands grow with purpose, clarity, and creativity. With a professional journey that spans healthcare, research, education, and business development across multiple countries, she brings a rich, human-centered perspective to strategic consulting. *Read more*

OUR MISSION & VISION

Mission: To empower businesses with strategic clarity and creative solutions that drive sustainable growth and authentic brand impact.

Vision: To become a trusted partner in shaping brands that thrive in an evolving, purpose-driven economy.

OUR MISSION & VISION

- Brand Strategy & Positioning
- Business Development & Strategic Planning
- Creative & Digital Marketing
- Project Management for Campaigns or Launches
- Sustainability Consulting

SIGNATURE OFFERS

- **Brand Strategy** – A cohesive brand framework that builds internal alignment and external recognition.
- **Business Development** – A clearly defined and prioritised action plan for business growth.
- **Creative Marketing** – A creative yet structured digital marketing strategy that builds connection and visibility.
- **Project Management** – A managed, on-brand execution from idea to implementation – without the burnout.
- **Sustainability Consulting** – A focused sustainability narrative that builds trust, enhances your brand reputation, and resonates with today's conscious consumers.

PRESS FEATURE

"Creative Strategist Denise Lanorias Challenges Traditional Business Models"

The Industry Times – April 2025

In this featured profile, Denise Lanorias shares her entrepreneurial journey from healthcare to strategic consultancy. The article highlights how Sela & Co. is helping purpose-driven brands rethink outdated structures through sustainable brand and growth strategies.

[Read the article](#)

More media coverage coming soon – stay tuned.

CASE STUDY 1:

Client: Associazione The Lounge (The Lounge School)

Scope: Social Media Strategy & Management – from May 2024 until present

Challenge: Inconsistent online presence and low engagement

Solution: Developed a cohesive content plan, revamped visuals, and aligned messaging with target audience.

Outcome:

- +226.95% increase in profile engagement
- 33 new followers within the first 3 months
- Client testimonial praising improved visibility and professionalism

"Denise helped us build our brand online with clarity. We finally had a presence we were proud to share." – Client Feedback

CASE STUDY 2:

Client: Save Lake Varese

Scope: Branding Strategy, Website Design, Content Creation, Social Media Strategy & Management – from July 2021 until December 2023

Challenge: Weak online presence, Irregular online visibility, Minimal audience interaction and Absence of a website and content plan

Solution: Developed a cohesive content plan, revamped visuals, and aligned messaging with target audience. Improved online presence, defined its brand clearly and stayed active on key platforms with consistent posting. Boost engagement by responding to your audience, sharing relevant content, and running interactive activities. Additionally, create a professional website and developed a clear content strategy to keep your audience informed and attract more visitors.

Outcome:

- +146% increase in profile engagement
- 100 new followers within the a month
- Client testimonial praising improved visibility and professionalism

"Denise's website and social media work gave Save Lake Varese great visibility and helped us build a strong, engaged community." – Client Feedback

CASE STUDY 3:

Client: Do-Re-Mi Music Hub (Music Training School)

Scope: Website Design

Challenge: Absence of a business website and content plan.

Solution: Developed a professional website with a well-defined content strategy to ensure clients have seamless and easy access to online payment options.

Outcome:

- +100% increase in profile engagement
- Improved operational efficiency by reducing payment-related inquiries and delays.
- Clients payment completion rates increased by 30% and customer feedback. highlighted improved satisfaction due to the simplified process.

"She helped me create my business website. She was so patient with me as to I don't know how and where to begin with my vision but she put the pieces together. Thank you, Denz! May God bless you more and more." – Client Feedback

CASE STUDY 4:

Client: Chefland (Food products, e-commerce)

Scope: Social Media Strategy & Management

Challenge: Absence of a business website and content plan.

Solution: Created an integrated content strategy, refreshed visual elements, and tailored messaging to resonate with the target audience.

Outcome:

- +100% increase in profile engagement
- 15 new followers in 1 month through organic social media marketing
- Client testimonial praising improved visibility and professionalism

"Denise was very professional and structured individual, respecting all deadlines agreed. Would certainly use her in the future." – Client Feedback

CASE STUDY 5:

Client: Rivera-Serate Law Office

Scope: Website Design

Challenge: Weak online presence and absence of a business website and content plan

Solution: Created a professional website with a clear content strategy to provide clients with smooth and straightforward access.

Outcome:

- +100% increase in profile engagement
- Growth in client inquiries or conversions
- Client feedback or testimonials highlighting ease of use
- Client testimonial praising improved visibility and professionalism

"The thing I like most about dealing and transacting with Denise, the web designer, is the fact that she is able to perfectly reflect the ideas and inputs we discussed into my website. Communicating and coordinating were all done online, conveniently and efficiently." – Client Feedback

CASE STUDY 6:

Client: CURE Foundation Philippines & CURE Foundation USA

Scope: Branding and Digital Marketing Plan – from Aug 2024 until present

Challenge: The previous website lacked an appealing design and did not effectively represent the organisation's branding, demonstrating an absence of a cohesive brand identity and no asset branding strategy.

Solution: To solve the challenge, start by defining a clear and consistent brand identity with guidelines for colours, fonts, logos, and messaging. Develop a strategy to standardise and organise all brand assets to ensure uniform use across platforms. Redesign the website applying these guidelines to create an appealing, user-friendly, and responsive experience that effectively reflects the organisation's branding. Ensure the website design aligns with other communication channels for a cohesive brand presence, and continuously gather user feedback and data to improve the design over time.

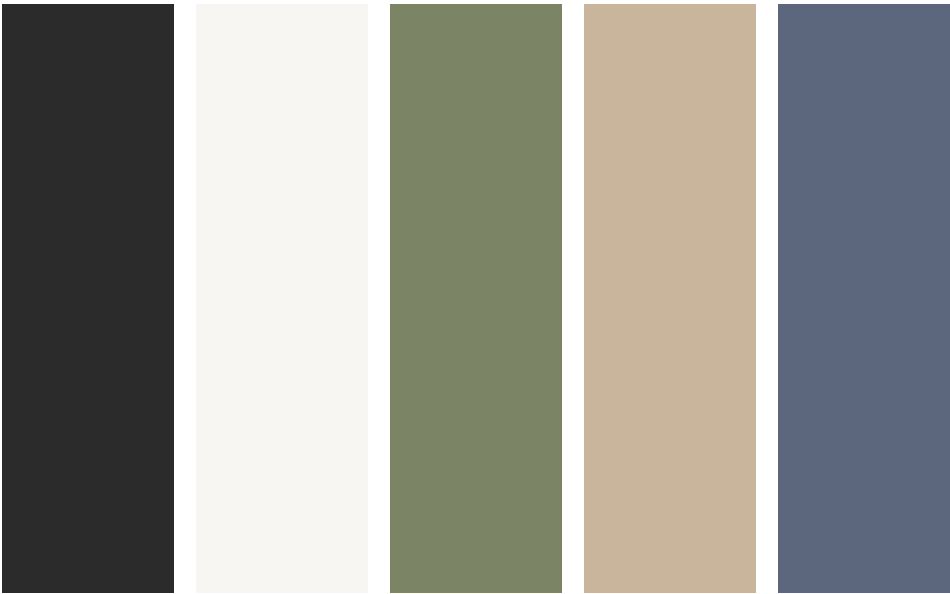
Outcome:

- Stronger brand recognition through consistent visual identity
- Improved user engagement and satisfaction on the website
- Ongoing adaptability to user needs ensuring relevance over time
- Professional and functional looking websites

"Denise, Thank you for getting back to me! The website looks great, and I truly appreciate all your hard work." – Client Feedback

COLOR PALETTE

Deep Charcoal	#2B2B2B	Primary text, headings, strong contrast
Warm White	#F7F6F2	Background, whitespace, clean canvas
Muted Olive	#7C8466	Accent colour, buttons, highlights
Soft Clay	#C9B59B	Secondary backgrounds, subtle overlays
Slate Blue	#5C677D	Links, call-to-action text, icons



LOGO





MEDIA CONTACT

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