

FATHOM

a creative agency



FATHOM was born over chicken wings & mimosas on a rainy day in Seattle. We were discussing our dreams of bringing an agency to life, the aspects of art and strategy we wanted to create for our clients. The unknown and unfathomable have always been our driving force. To create pieces that bring to life the values and desires of your business or brand in unexpected ways is where we thrive. And thus, FATHOM began.

We aim to work with clients who value the following:

Just, equitable, and humane hiring & production are non-negotiable.

A collaborative work environment where credit is given and celebrated.

Open mindset, rapid feedback, and honest communication.

Thanks for fathoming with us. We can't wait to create with you.

Desi & Anika
FATHOM Founders



DESI CASWELL

CO-FOUNDER & DIRECTOR OF STRATEGY

With 6+ years of experience in large-scale events and fundraising, Caswell brings an inquisitive, creative mind for details and campaigns to the team. She's no stranger to thinking fast and adjusting strategy to create results. She focuses on data-driven decisions and one of a kind marketing to reach targets successfully.

An adaptive and creative mindset ensures that she can create intentional, timely business strategies that flex with business performance and goals.

BRANDING DEVELOPMENT & MESSAGING

FUNDRAISING & PROCUREMENTS

INVESTOR & CORPORATE RELATIONS

EVENT MANAGEMENT

CAMPAIGN CREATION

CREATIVE MARKETING & PUBLIC RELATIONS

ANIKA ZEBRON

CO-FOUNDER & CREATIVE DIRECTOR

Zebtron thrives on visual storytelling, quality content, and innovative strategy. With an eye for fresh market trends & impactful design, Anika is passionate about elevating brands & experiences through art direction & marketing to achieve a strong identity, results and growth.

Zebtron led content creation and design at Oak & Melanin, as well as copy editing. Anika is now Creative Director for FATHOM.

BRANDING DESIGN & GRAPHIC ASSETS

CAMPAIGN STRATEGY & CREATION

ART DIRECTION

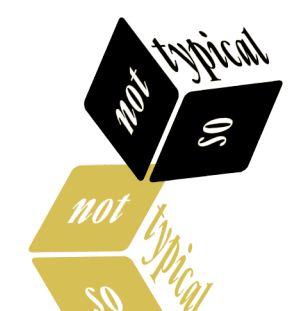
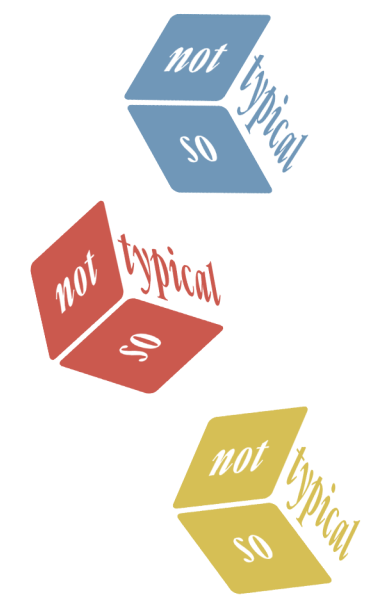
EVENT DESIGN & DIRECTION

EDITING & COPYWRITING

CREATIVE MARKETING & PUBLIC RELATIONS



BRANDING CLIENTS



EVENTS & CAMPAIGN CLIENTS



Community building is at the heart of Fathom events & campaigns - from tailored audience outreach and creative marketing materials to working with local vendors and managing all the details.
pictured: work for EQ Office, MANNISH, La Dive

From *The Unfathomable: Journey to Creative Lucidity*
Mob Journal, Winter 2022



Director: Desi Caswell
Story Writer: Johanna Shieh
Art Director: Anika Zebon
Photographer: Summer Grace
Makeup: Katya Gudaeva
Stylist: Nicole Jackson
Film & Lighting: Note Suwanchote, Nuk Suwanchote
Model (The Dreamer): Jinji Amen
Model (The Unfathomable): Jess Hamilton
Venue: Aisle 4OUR

It's not just about a splash.

That's part of it! All of our projects are deeply rooted in intentionality. We are visual storytellers with a plan.

Whether the goal at hand is an innovative marketing campaign that captures your audience, a killer party that guests will talk about for months, or brand media that mesmerizes, you'll benefit from our attention to detail, direction and design.

FATHOM creates experiences that are beautiful and purposeful. Listed are services specially tailored for your needs.

BRANDING

Our branding packages includes logo development, color & typeface curation, and brand identity. Once created, our team activates branding on your website, creates customizable templates for business, customer outreach & social media, with a style & strategy guide to implement with ease.

MARKETING & COMMUNICATIONS

Includes month-to-month marketing strategy built for social media campaigns & creative marketing. We provide a style guide for your marketing platforms, and customizable, branded templates & media assets. Also includes FATHOM-led team training & brainstorming session for easy implementation.

CAMPAIGN DEVELOPMENT

Built for a product launch, fundraising or kickstarter initiative, or political campaign. This package lends our branding, design, marketing, and strategy services to your business for a longer-term scope lasting a few months to a year. Our team will work with you to prepare for & successfully accomplish your next big move.

EVENT DESIGN

Ranging from complete event creation & management to day-of coordination, our event services allow you to enjoy the party with peace of mind. Can include vendor contracting & hiring, permitting, asset design, marketing & event oversight.

PROJECT MANAGEMENT

The FATHOM team balances intentional & realistic goal setting with an ability to adapt quickly to unexpected challenges. Includes point-person to oversee team & vendor logistics, timeline & budget creation & management, and project scheduling systems for individuals or teams.

PHOTOSHOOT / VIDEOGRAPHY PRODUCTON & DIRECTION

Includes creation of an overarching storyline & strategy, mood board & shot list in preparation of your shoot, as well as set management, styling, set-up & clean-up. Reach out for our list of recommended photographers, videographers & models.

PUBLIC RELATIONS

Fathom is committed to fostering strong, positive, symbiotic relationships with Seattle's business, art & design, fashion & retail, food & beverage communities. We acquaint you with the lasting connections that will propel your brand forward. Includes outreach, press releases, communication with press outlets, sponsorship, arranging PR appointments, and can include photography/video.



THANK YOU

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