



Communications & Outreach Support for Mission-Driven Programs  
Human-centered communication. Data-informed execution. Clear public impact.

NAICS: 541430 Graphic Design | 541810 Advertising Agencies | 541820 Public Relations Agencies

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UEI: NX57RJ4V65K5 SAM.gov: Active  
Small Business | Micro-Purchase Ready

## CORE CAPABILITIES

- Program Communications & Public Awareness**  
Outreach campaigns, stakeholder messaging, program announcements, and public-facing materials that clearly communicate agency initiatives.
- Digital Campaign Development**  
Social media content, email campaigns, ad assets, landing page copy, and structured content calendars.
- Executive Briefings & Research Briefs**  
Research synthesis, written briefs, executive slide decks, and performance summaries that translate data into clear decisions.
- Reporting Dashboards & Data Visualization**  
KPI frameworks, Excel dashboards, performance templates, and leadership-ready reporting.
- Graphic Design & Visual Communications**  
One-pagers, flyers, branded collateral, infographics, and 508-compliant publications.
- Public Relations & Media Outreach**  
Press materials, community outreach packages, PSAs, and multimedia communications.

## PAST PERFORMANCE

- Enterprise Health System | Multi-Site Program** 2020–2023  
Led communications and adoption program for Dragon Medical One rollout across 2 hospitals and 40+ outpatient clinics serving 1,000+ providers.  
**Result: 70% provider adoption rate; 400% increase in platform engagement through targeted outreach and training communications.**
- Healthcare IT Implementation | Multi-State Engagement** 2019–2024  
Developed executive-facing analytics, progress reports, and stakeholder briefings for C-suite leadership during enterprise Epic EHR go-live programs.  
**Result: Supported zero-disruption go-live across multiple facilities; briefings adopted as standard reporting format by program leadership.**
- Consumer Brand Client | Digital Presence** 2025  
Digital brand refresh — web presence audit, content strategy, and campaign asset development for a mission-driven consumer brand.  
**Result: Delivered full brand and web communications package on time and within scope.**

## DIFFERENTIATORS

- Marketing Degree + Analytics Background**  
Founder holds a B.S. in Marketing (SUNY Plattsburgh) and a Business Analytics Certificate (Imperial College London) — creative and data work are equally native.
- Mission-Sector Domain Knowledge**  
9+ years embedded in healthcare, public health, and community-facing program environments. We understand compliance-sensitive, mission-critical communications — not just commercial marketing.
- Dedicated Creative & Comms Team**  
Team of marketing professionals, IT communications specialists, and campaign strategists — built for execution at scale.
- Fixed Scope. Fast Execution.**  
Every engagement begins with an approved scope and defined deliverables. No ambiguity, no ramp-up. Sized for micro-purchase and simplified acquisition thresholds.
- Certified Credentials**  
Certified RPI (Robust Process Improvement) · Patient Experience Certified · Business Analytics Certificate — process discipline applied to every engagement.

## AGENCY ALIGNMENT

- Agencies with active buying history under NAICS 541430, 541810, and 541820 (sourced from USASpending.gov, past 24 months):
- Dept. of Defense
  - Dept. of State
  - Dept. of Interior
  - Dept. of Agriculture
  - Environmental Protection Agency
  - Dept. of Transportation
  - Dept. of Veterans Affairs
  - Dept. of Health & Human Svcs
  - Dept. of Justice
  - Dept. of Commerce
  - Smithsonian Institution
  - Dept. of Homeland Security

MICRO-PURCHASE READY      NO SET-UP REQUIRED

We help agencies communicate programs clearly, increase public engagement, and deliver reporting that leadership can act on.