

# CAPABILITY STATEMENT

## CORE COMPETENCIES

**Graphic Design.** Coordinating, writing and designing print and direct mail campaigns, as well as plan, develop and produce marketing collateral materials and annual reports.

**Web Design & Development.** Working with clients on creating their branded web sites, web site management, which includes web analytics monitoring and writing content.

**Content creation.** Writing, editing and proof reading content for all kinds of projects, print (brochures, magazines, press releases) and web (web sites, email newsletters).

## PAST PERFORMANCE

**In-house communications/creative staff** for Quality Partners of Rhode Island to create marketing collateral, publications and annual reports, and communications and design support to project teams.

**Communications consultant** for Blackstone Heritage Corridor to create marketing collateral, press releases, newsletters and web site maintenance.

**Website creation** for a variety of clients, including Public Art Works (based in RI, brings art into public spaces) and Jobo – USA (based in MA, seller of imaging products).

## CONTACT

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## DIFFERENTIATORS

**Project management.** An understanding of the importance of maintaining good communications among project staff, following an established project work plan, completing deliverables on or before deadline and within the agreed upon budget.

**Section 508 Compliance:** An understanding and the ability to implement.

**Support services.** In addition to providing graphic design services, I can assist with copyediting, proofreading, image manipulation and management of other vendors. Coding knowledge includes HTML and CSS. Support services often eliminates the need to hire additional contractors.

## COMPANY DATA

I work in partnership with clients on graphic design and web design projects. I can assist with writing content and managing professional photographers and printers, as well as providing project management.

Year founded: 2011

Number of employees: 1

**DUNS:** 079658194  
**Cage Code:** 7AKC4

**NAICS Codes**  
541430: Graphic Design  
541511: Website Design

Woman owned small business