



CREATING. COMMUNICATING. CONNECTING.

CORE COMPETENCIES



CREATIVE SERVICES

- ✓ Graphic Design
- ✓ Photography and Video



DIGITAL STRATEGY

- ✓ Online Interactive Support and Management
- ✓ Online Marketing Campaigns



MEDIA RELATIONS

- ✓ Media Training
- ✓ Messaging and Media Management
- ✓ Writing and Editing



PUBLIC RELATIONS

- ✓ Brand Development
- ✓ Campaign Development and Management
- ✓ Community Engagement
- ✓ Event Planning and Promotions



STRATEGIC PLANNING

- ✓ Organizational Strategy
- ✓ Strategic and Crisis Communications Planning and Management

GOVERNMENT OF THE DISTRICT OF COLUMBIA CAPABILITY STATEMENT

COMPANY DATA (FY2017)

MW Consulting, LLC (MWC) was established in 2016 in Washington, DC as a full-service consulting firm that assists government agencies with achieving communications and marketing goals and objectives. MWC supports clients in the areas of creative services, digital strategy, media relations, public relations and strategic planning.

The communications firm is owned and operated by Mr. Marcus A. Williams. MWC's revenue for Fiscal Year 2017 is under \$100K.

CERTIFICATIONS

- **Certified Business Enterprise (CBE)** by the Government of the District of Columbia (*Certification Number: LSZR16756092019*)
- **DC Supply Schedule** by the DC Office of Contracting and Procurement (*MOBIS: CW48324 & Marketing, Media and Public Information: CW48361*)
- **Certified LGBT Business Enterprise** by the National Gay and Lesbian Chamber of Commerce (*Certification Number: 12942*)
- **Local Disadvantaged Business Enterprise** by the Metropolitan Washington Airports Authority (*Vendor ID: 20461907*)

DIFFERENTIATORS

- Collaborative, participatory and hands-on approach to project management and client work to strengthen project knowledge, ensure comprehensive teamwork and produce superior communications deliverables
- Seventy-five percent (75%) of team members have previous federal and local government experience, which offers superior understanding, expertise and customer service
- Offers organizational and programmatic strategic planning and execution to ensure that the foundation of the organization, program and/or initiative is firmly in place before initiating communications efforts
- Subject matter experts on local, regional and national communications campaigns, which offers a unique understanding of planning and managing campaigns and strategizing on how to grow or scale back campaign efforts to have a stronger impact
- Full-service communications firm providing clients with ONE-STOP SHOP support with expertise in visual, multi-media, media relations, campaign and crisis communications services

PAST PERFORMANCE

D.C. DEPARTMENT OF FORENSIC SCIENCES, 2017

- \$10K | Creative Services

BLADDER CANCER ADVOCACY NETWORK, 2017

- \$3K | Strategic Planning, Media Relations and Public Relations

NAPOLEON COMPLEX PROJECT, 2017

- \$1K | Strategic Planning

BALANCED FINANCIAL SOLUTIONS, 2016 - 2017

- \$10K | Digital Strategy, Messaging and Creative Services

NIGP CODES

- **918-26-00:** Communications: Public Relations Consulting
- **915-00-00:** Communications and Media Related Services
- **915-22-00:** Communications Marketing Services
- **918-26-20:** Consulting, Communications, Public Relations
- **918-24-00:** Communications Consulting
- **918-76-00:** Marketing Consulting
- **918-07-00:** Advertising Consulting

DUNS NUMBER

- 080330437

CAGE CODE

- 7Q4C9

PRINCIPAL CONTACT

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