

# COMPREHENSIVE CAPABILITY STATEMENT



CREATING. COMMUNICATING. CONNECTING.

**MR. MARCUS A. WILLIAMS**  
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**COMPANY DATA** | MW Consulting, LLC (MWC) was established in Ward 7 of Washington, DC as a full-service Communications and Information Technology consulting firm. MWC holds over a dozen certifications and credentials. The firm has executed over a dozen presentations, lectures or facilitations, successfully signed 20 new contracts with government, nonprofit and corporate companies and conducted a dozen pro bono consultations with startup businesses. MWC holds an overall client satisfactory rating of 4.8/5.

The firm is owned and operated by Mr. Marcus A. Williams. MWC's gross revenue for Calendar Year 2017 is under \$150K.

## 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
- One hundred percent (100%) of team members have previous federal and local government experience, which offers superior understanding, expertise and customer service to all government clients and organizations who are overseen by regulatory bodies
- 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 to achieve a specific goal/objective

## DUNS NUMBER

- 080330437

## CAGE CODE

- 7Q4C9

## CERTIFICATIONS

- Certified Business Enterprise (CBE)
- DC Government Supply Schedule
- Diversity Supplier to Google
- Historically Underutilized Business Zone (HUBZone)
- LGBT Business Enterprise (LGBTBE)
- Local Disadvantaged Business Enterprise (LDBE)

## PAST PERFORMANCE

- **Balanced Financial Solutions** | 2016 - 2017 | Content Development, Creative Services, Messaging, Organizational Strategy and Website Development
- **Bladder Cancer Advocacy Network** | 2017 - 2018 | Campaign Development and Management, Social Media Management and Public Relations and Strategic Planning, Media Relations
- **D.C. Promise Neighborhood Initiative** | 2017 - 2018 | Graphic Design, Event Support, Public Relations, Social Media Support, Strategic Planning and Website Revamp and Management
- **D.C. Department of Forensic Sciences** | 2017 - 2018 | Content Development and Research, Graphic Design, Messaging, Photography, Printing and Strategic Planning

## CORE COMPETENCIES



### CREATIVE SERVICES

Graphic Design, Photography and Videography



### DIGITAL STRATEGY

Applications, Online Marketing, Social Media, and Website Development



### MEDIA RELATIONS

Advertising, Media Training, Messaging, Media Management and Writing and Editing



### PUBLIC RELATIONS

Branding, Campaigns, Events, Outreach and Promotions



### STRATEGIC PLANNING

Crisis Communications, Facilitation, Market Research and Organizational and Communications Strategy



### INFORMATION TECHNOLOGY

IT Enterprise Development, Maintenance & Support Services, Migration Services and Infrastructure Design and Architecture

## NAICS CODES

- **541613:** Marketing Consulting Services
- **541820:** Public Relations Agencies
- **541511:** Custom Computer Programming Services
- **541512:** Computer Systems Design Services
- **541430:** Graphic Design Services
- **541830:** Media Buying Agencies
- **541330:** IT Engineering Services
- **611420:** Computer Training
- **519190:** All Other Information Services
- **541519:** Other Computer Related Services

## NIGP CODES

- **918-26-20:** Consulting, Communications, Public Relations
- **918-29-00:** Computer Software Consulting
- **204-29-00:** Data/File Security Hardware/Software, to Include Encryption
- **208-67-00:** Programming
- **209-43-00:** Electronic Data Interchange Translator Software
- **915-51-00:** Information Highway Electronic Services
- **915-73-00:** Public Information Services
- **918-07-00:** Advertising Consulting
- **918-76-00:** Marketing Consulting
- **918-88-00:** Quality Assurance/Control Consulting
- **920-21-00:** Data Entry Services

- **D.C. Workforce Investment Council** | 2017 - 2018 | Graphic Design, Market Research, Messaging, Strategic Planning and Surveying
- **Washington Government Relations Group Foundation** | 2017 | Graphic Design, Digital Strategy, Strategic Planning, Public Relations and Messaging
- **D.C. Department of Insurance, Securities and Banking** | 2017 - 2019 | Facilitation, Media Training, Market Research and Reporting, Website Assessments
- **MOXY Bank** | 2018 - 2019 | Brand Development, Messaging, Marketing Collateral, Social Media Strategy, and Strategic Planning