

# CAPABILITY STATEMENT

## CORE COMPETENCIES



### BRANDING & CREATIVE SERVICES

- Brand Development & Strategy
- Logo & Graphic Design
- Stationery, Brochures, & Flyers
- Displays, Signage & Trade Show Displays



### DIGITAL MARKETING

- Social Media Management
- Advertising Campaigns
- Website Design & Maintenance
- Facebook Ads /Instagram Ads
- Email Newsletter Design



### MULTIMEDIA PRODUCTION

- Videography & Video Editing
- Animation & Motion Graphics
- Voiceovers, Explainer videos & Virtual Tours

## PAST PERFORMANCE

### FATBOY'S WINGS & TINGS

2020 - 2023

Video production, social media management, graphic design, brand identity, website development, print collateral, branding, copywriting.

### THE SMASH SPOT

2019 - 2021

Video production, social media management, graphic design, brand identity, website development, print collateral, branding, copywriting.

### CITY OF NORTH MIAMI BEACH

2021 - 2022

Graphic design, brand identity, signage, print collateral, branding, copywriting.



### PRINT & PROMOTIONAL MATERIALS

- Blog & Article Writing
- Postcards & Direct Mail
- PowerPoint Presentation Design
- Copywriting, Editing & Proofreading
- Promotional Products Design



### ADMINISTRATIVE AND OTHER SERVICES

- Document Preparation Services
- Office Administrative Services
- Virtual Assistance & Transcription Services

## DIFFERENTIATORS

- Unique Design Style: Creating distinctive and memorable designs.
- Customization and Personalization: Tailoring designs to each client's unique needs and brand identity.
- High Print Quality: Delivering exceptional printing with meticulous attention to detail.
- Fast Turnaround Time: Completing projects quickly without compromising quality.
- Exceptional Customer Service: Providing attentive and collaborative support throughout the process.

## NAICS CODES

541490 Other specialized design services	541850 Outdoor Advertising
541613 Marketing Consulting Services	541922 Commercial Photography
541860 Direct Mail Advertising	711510 Independent Artists & Writers
541870 Advertising Material Distribution Ser.	323111 Commercial Printing
541890 Other Services Related to Advertising	561410 Document Preparation Services
541830 Media Buying Agencies	561110 Office Administrative Services
512110 Motion Picture and Video Production	