shakemedia

**SHAKE LLC**
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# CAPABILITY STATEMENT

MARKETING · COMMUNICATIONS · MEDIA PRODUCTION

## EXECUTIVE SUMMARY

SHAKE LLC is a boutique marketing, communications, and media production firm that **transforms complex messaging challenges into impactful campaigns that build credibility, boost engagement, and move audiences to act.** We bring deep experience in marketing, communications, public relations, and video production and distribution, gained across the entrepreneurial, government, and non-profit sectors. In addition to the services below, we offer strategic planning, executive communications, and educational training. Our mission is to support Federal, Municipal, and Commercial organizations in clarifying their purpose and forging strong relationships with their audience and constituencies. **We are WOSB, EDWOSB, and CBE (D.C.) certified.**

## CORE COMPETENCIES

- Marketing Consulting
- Public Relations
- Editorial & Journalistic Services
- Project Management
- Motion Picture, Video, Sound Production & Distribution
- Video & Sound Postproduction
- Website Design, Development, & Management
- Advertising
- Graphic Design Services
- Photography Services
- Writers, Research in Social Science and Humanities
- Document Preparation
- Thought Leadership & Executive Support

## DIFFERENTIATORS

01 Led by an **MBA-educated, PMP-certified owner who is also an EMMY Award–winning journalist**, recognized for excellence across the media industry.

02 Proven success in strategic project planning and execution, with a portfolio of **100+ multimedia campaigns and videos that boosted audience engagement by 40–60% above average**.

03 Trusted partner to executive leaders and cross-functional teams in developing and implementing communications, PR, and marketing strategies that **align with organizational goals** and resonate with key audiences.

04 Renowned for the ability to **translate complex topics and policies into clear, compelling messages** that inform and engage a wide range of audiences.

## PAST PERFORMANCE

**U.S. Environmental Protection Agency**
FEDERAL GOVERNMENT

**Accenture**
TECHNOLOGY CONSULTING

**National Geographic**
MEDIA & PUBLISHING

**CBS News**
BROADCAST MEDIA

**MasterClass**
EDUCATIONAL MEDIA

## BUSINESS DATA

| | |
|---|---|
| DUNS | **04-451-7901** |
| UEI | **E5VLJQMPRAD3** |
| CAGE Code | **1A0A1** |

## NIGP CODES

| | |
|---|---|
| **91876** | Marketing Consulting |
| **91807** | Consulting, Advertising Services |
| **91824** | Communications Consulting |
| **91826** | Consulting, Communications, Public Relations |
| **91500** | Communications and Media |
| **91503** | Advertising Services |
| **9150440** | Public Relations Services |
| **91509** | Audio/Video Production Services |
| **91522** | Communications Marketing Services |
| **91527** | Editorial Services |
| **91548** | Graphic Arts Services |
| **91572** | Photography Services |
| **9157355** | Outreach Services |
| **9157356** | Public Awareness Programs |
| **91596** | Web Page Design & Maintenance |

## NAICS CODES

| | |
|---|---|
| **541613** | Marketing Consulting Services |
| **541820** | Public Relations |
| **512110** | Motion Picture, Video Production |
| **512240** | Sound Recording Studios |
| **541922** | Commercial Photography |
| **541430** | Graphic Design Services |
| **512191** | Teleproduction & Postproduction |
| **516210** | Media Streaming, Social Media |
| **541810** | Advertising |
| **561410** | Document Preparation Services |
| **541720** | Social Sciences & Humanities Research & Development |
| **711510** | Independent Artists, Writers |
| **712110** | Museums |
| **541618** | Management Consulting |

## CERTIFICATIONS

- **WOSB** — Woman-Owned Small Business
- **EDWOSB** — Economically Disadvantaged Woman-Owned Small Business
- **PMP** — Project Management Professional
- **D.C. CBE** — Certified Business Enterprise, including DBE, SBE (Small Business Enterprise), and EIE (Equity Impact Enterprise)