

Empowering organizations through **strategic digital solutions, brand clarity, and government-ready capabilities** — with 16+ years of cross-sector expertise serving financial services, health advocacy, education, government, environmental, and nonprofit sectors.

### CORE CAPABILITIES

- 01 Brand Strategy & Creative Direction**  
Positioning, visual identity, messaging frameworks, brand governance
- 02 Digital Marketing & Campaign Execution**  
Integrated campaigns across paid, owned, and earned channels
- 03 Web Development & Platform Management**  
High-performance websites, microsites, SEO, ongoing platform support
- 04 Content Strategy & Storytelling**  
Editorial systems, story-driven assets for web, email, social, and print
- 05 Integrated Communications**  
Multi-channel alignment, stakeholder messaging, public affairs support
- 06 Government Digital Services**  
Compliant, accessible digital solutions for federal, state, and local agencies
- 07 Professional Development & Training**  
Staff training in digital literacy, communications, brand standards, and content workflows
- 08 Facilities Management Consulting**  
Facilities planning, vendor coordination, compliance documentation

### PAST PERFORMANCE HIGHLIGHTS

- 126% year-over-year web traffic growth** for a financial sector client
- 46% organic search traffic growth** via SEO and content strategy
- Flagship policy education platform and advocacy microsites
- Health advocacy digital platform launches (multiple engagements)
- Automated communications systems using AI and API integrations
- Government-adjacent digital outreach campaigns

Detailed documentation available upon request.

### WHY MARDEBRA CONSULTING GROUP

- 16+ years of cross-sector digital and brand expertise
- Proven performance across regulated and mission-driven industries
- Scalable, cost-effective solutions tailored for each engagement
- Commitment to quality, innovation, and operational efficiency
- Certified small business with active SAM.gov registration

### SECTORS WE SERVE

- FINANCIAL SERVICES
- HEALTH ADVOCACY
- GOVERNMENT & PUBLIC SECTOR
- EDUCATION
- ENVIRONMENTAL
- NONPROFIT

### CERTIFICATIONS & REGISTRATIONS

- SAM SAM.gov Active**  
Registered federal contractor, System for Award Management
- CSB Certified Small Business**  
Qualifies for set-aside contracts and procurement preferences
- SBR Small Business Reserve**  
State and local procurement designation
- SBP Small Business Preference**  
Recognized under SBP procurement programs

### UNIQUE ENTITY IDENTIFIERS

**UEI** M62KG83WNPJ4  
**DUNS** 130851823  
**CAGE Code** 1ALC8  
**SAM.gov** Active Registration

### NAICS CODES

- 541613** — Marketing Consulting
- 541430** — Graphic Design Services
- 541511** — Custom Computer Programming
- 541512** — Computer Systems Design
- 541519** — Other Computer Services
- 541611** — Administrative Mgmt. Consulting
- 512110** — Motion Picture & Video Production
- 611430** — Professional Development Training
- 561210** — Facilities Support Services

### CONTACT

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**LOCATION**  
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