



# Elevating Brands Strategically

## Boutique Public Relations, Communications & Marketing Agency

### Who We Are

West Media Group, a Detroit-based public relations agency, specializes in elevating brands and driving engagement across various sectors. We are SAM.gov registered and woman-led by Tamekia Ashford Nixon, a seasoned communications expert with 25 years of experience, she has managed high-impact campaigns, rebuilt public confidence during crises, and attracted business investments. With expertise in media relations, executive positioning, and community engagement, she is a valued partner for organizations aiming to enhance their impact.

### Company Information



#### Core Competencies

- Strategic Communications & Public Relations
- Government Relations & Public Affairs
- Media Relations & Reputation Management
- Marketing & Community Engagement
- Brand Strategy & Executive Positioning
- Social & Digital Media Strategy, Video Production



#### Professional Expertise

- Detroit Health Department – Led citywide marketing campaigns, managed crisis communication and public relations efforts, including post-bankruptcy messaging.
- Detroit Regional Partnership – Led marketing and public affairs strategies to attract investments to the region.
- Affordable Care Act White House Initiative – Spearheaded outreach campaigns to drive healthcare enrollment.
- Various Nonprofits & Government Agencies – Developed targeted campaigns in education, healthcare, and economic development.



#### Differentiators

- Government & Public Affairs Expertise – Extensive experience with government entities and public policy communication.
- Healthcare Content – Skilled in high-stakes messaging and emergency response.
- Multicultural Engagement Prowess – Culturally relevant strategies to reach diverse audiences.
- Boutique, Hands-On Approach – Personalized service with a high level of client collaboration.
- Measurable Impact & Results-Driven Strategies – Proven track record of successful large-scale campaigns.

### Our Services

#### Service Codes

#### Commodity Codes


- 91509 – Audio/Video Production Services
- 91522 – Communications Marketing
- 91826 – Communications PR Consulting
- 91876 – Marketing Consulting
- 96153 – Marketing Services


- 0QXC0 - West Media Group

#### CAGE Code


**Tamekia Ashford Nixon**  
**Principal &**  
**Chief Communications Officer**  
**West Media Group**


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 313-510-3781


#### 2 Locations to Serve You

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Detroit, MI 48202

 31100 Telegraph Rd, Suite [150](#)  
Bingham Farms MI [48025](#)

### Contact Us

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