

COMPANY OVERVIEW

Light of Gold PR, Marketing, and Consulting, LLC is a New York City-certified Minority and Women-Owned Business (MWBE) with 20 years of experience. We specialize in public relations, marketing strategy, branding, social media, digital content, and events. Our team helps businesses reach their target audiences, create cohesive brand messaging, and implement marketing strategies that drive growth, strengthen customer connections, and increase profitability. With expertise in social media platforms, web development, SEO, and digital communications, we deliver results both online and offline.



CORE COMPETENCIES

Event Management

- Budget Management
- Branding and Digital Workshops and Book Signings
- Supplier and Vendor Coordination
- Talent Coordination
- Venue Assessment and Selection
- Sponsorship Packaging and Targeting, Pitching and Follow-up
- Event Design: Grand Openings, Store and Product Launches, Networking, Workshops and Seminars

Search Engine/Web Optimization

- Existing Web Design Audit, Consulting and Optimization
- Keyword Development and Search Engine Placement
- Pay Per Click (PPC) Development and Placement
- Web Design, Web Copywriting, Photos, Graphics, Functionality Review

Marketing

- Strategic Planning and Promotions
- Corporate and Customer Rewards Programs
- Small and Start up Business Coaching and Consulting
- Strategic Partnership and Business Planning
- Digital marketing and Social Media
- Multicultural Market and Advertising
- Marketing Plan and Business Plan Development
- Marketing Collateral Development (Branding, Leadership, Bios)

Public Relations

- Corporate Sponsorship
- Designing and Writing Sponsorship Packages
- Association Marketing and Cross Promotion
- Crisis Reputation Management
- Key Message Development and Dissemination
- National and Local Media Materials Development and Distribution
- National TV and Radio Commercial Placement
- Media Coaching and Training, Interviews and Story Follow Up
- Media Distribution including TV, Internet, Magazines, Newspapers

Community Relations

- Non-Profit (Branding, Public Relations, Focus Groups, Content)
- Board Membership
- Community Outreach
- Organization and Association Alliance Building
- Sponsorships/Fundraising and Strategic Philanthropy Consulting
- National and Local Media Materials Development and Distribution
- National TV and Radio Commercial Placement
- Media Coaching and Training, Interviews and Story Follow Up Media Distribution including TV, Internet, Magazines, Newspapers

Technical Expertise

- Content Development
- Web Design and HTML
- Search Engine and Social Media Optimization

Social Media

- Photography, Film/TV, and Online Video/Commercial Production
- Facebook FanPage Design, Programming and Development
- Social Media Training, Consultation, Optimization and Marketing workshops
- Social Media and Search Engine Optimization on Twitter, Facebook, LinkedIn, YouTube, Pinterest, Instagram, and various other online Communities

AI Consulting & Technology Solutions

- AI Consulting for Marketing, PR, and Operations
- AI Roadmap Development & Implementation Planning
- Workflow Automation & Productivity Optimization
- AI Tool Evaluation and Integration
- Training & Advisory Services for AI Adoption

PAST PERFORMANCE

These Curls Travel Blog | 2025

- Provided marketing and business strategy consulting.
- Assisted with trademark consultation, filing, and LLC setup.

Boss Lady Essentials LLC | 2025

- Delivered business strategy consulting, including domain setup and website layout/design.
- Advised on brand presentation to improve market visibility.

Emerald Artistry LLC | 2024

- Provided strategic business and marketing consulting, including brand and website assessment.
- Developed digital and social media strategies to optimize online presence and engagement.

DIFFERENTIATORS

- 20+ years of experience in marketing, web development, SEO, and social media optimization
- Targeted, results-driven campaigns leveraging marketing, technology, and social media
- Expertise in integrating digital strategy with brand growth and audience engagement

CONTACT INFORMATION

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NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM (NAICS)

541820 - Public Relations Agencies, PR Consulting Services, PR Services

541613 - Marketing Consulting Services, Marketing Management, Consulting Services

541910 - Marketing Analysis Services Marketing Research Services

NIGP

91501 - Advertising Agency Services

91504 - Advertising, Outdoor Billboard, etc.

91527 - Editorial Services

91582 - Video Production

91564 - Media Clipping Services: Clippings, Outtakes, Critiques, Summaries, etc.

91500 - Communications And Media Related Services

91509 - Audio/Video Production Services Complete

91548 - Graphic Arts Services (Not Printing)

91596 - Web Page Design, Management and Maintenance Services

GENERAL INFORMATION

Registered Company Name: Light of Gold PR, Marketing and Consulting LLC

OUR Mailing Address: 500 8th Avenue, Suite #1552, New York, NY 10001

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