



ELLIS CATO

Strategic Marketing | Communications | Public Relations | Events | Graphic Design | Web/Video | Professional Training

CAPABILITY STATEMENT

EIN: 84-3143357

Location: 1214 Oates Street NE WDC 20002

DUNS: 117411677

CAGE Code: 8H6X4

Certified Business Enterprise (CBE): LSZR66935012023

CBE Categories:

Local Business Enterprise (LBE)

Small Business Enterprise (SBE)

Development Enterprise Zone (DZE)

Resident Owned Business (ROB)

Our Services:

Strategic Marketing (On and Off Site)

Advertising, branding, messaging, marketing plans, research, promotional videos, social media, and online marketing strategies.

Communications & Editorial Services

Copywriting, editing, speechwriting, communications plans, web content, and publication development.

Public & Media Relations (On and Off Site)

Community outreach, campaign development, strategic partnerships, messaging, media relations and social media management.

Web Design & Development

Custom web design and development; Content Management Systems (CMS), e-commerce and Search Engine Optimization (SEO).

Multimedia & Audio Visual Design

Brochures and fliers, corporate identity, trade show exhibits, marketing collateral, e-marketing tools, infographics, lighting, sound, editing and video production planning.

Business Communications Training

Presentation skills, media training, social media training, train-the trainer and team building workshops.

Staffing Services (On and Off Site)

Provide temporary and permanent staff in the areas of communications, administrative staff, marketing, education, event management and multimedia design.

Event Management

Plan, promote and manage events of all sizes from meetings to national conventions.

NIGP Codes:

9152200--Communications Marketing Services

9157355--Outreach Services

9159640--Maintenance Services, Website

9182600--Communications: Public Relations Consulting

9183800--Education and Training Consulting

9186600--Human Resources Consulting

9187600--Marketing Consulting

9240000--Educational Services

9720000--Research and Educational Services,
Higher Education

NAICS Codes:

541612--Human resource consulting

541430--Graphic Design

541613--Marketing Consulting

512110--Motion Picture and Video Production

512191--Teleproduction and Other Postproduction Services

541820--Public Relations

611710--Educational Consulting

611430--Professional and Management Development Training

711320--Promoters of Performing Arts, Sports,
and Similar Events without Facilities

561410--Document Preparation Services

Past Performance:

Southwest Airlines

Discovery Communications

Toyota Motor Sales USA

Pepsi®

Rise

J.L. Terrell Construction

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