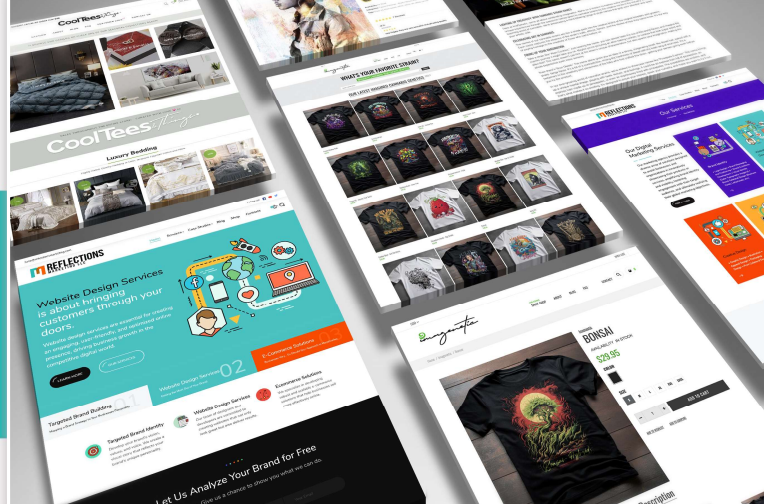


# CAPABILITY STATEMENT



## REFLECTIONS MARKETING LLC

**OFFICE:** 11909 NE 65th Street  
Unit 823391  
Vancouver, WA 98682

**POINT OF CONTACT:** Traci Crowley  
**TITLE:** CEO

**EMAIL:**  
partners@reflectionsmarketing.com

**OFFICE PHONE:** 360-604-0344

**WEBSITE:**  
www.reflectionsmarketing.com

**UNIQUE ENTITY ID:**  
P1WGB1D8Q965

**CAGE CODE:** 9JRR9

### NAICS

541613- Marketing Consulting Services  
541614- Process, Physical Distribution, and Logistics Consulting Services  
541618- Other Management Consulting Services  
541430- Graphic Design Services

### PRODUCT & SERVICES CODES

T001- Photo/Map/Print/Publication-Arts/Graphics  
R799- Support-Management: Other  
R499- Support- Professional: Other

### SMALL BUS. CERTIFICATIONS

DBE- Disadvantaged Bus. Ent. #D3F0028848  
MWBE-Minority/Women Bus. Ent. #M3F0028848  
Micro- Micro Business Enterprise  
WOSB- Women-Owned Small Bus.  
EDWOSB- Econ. DA. WOSB Pending  
AABE-African Amer. Bus. Enterprise  
SDB- Small Disadvantaged Bus.  
WBE- Women Business Enterprise  
SBE- Small Business Enterprise

### CREDIT CARDS ACCEPTED

## OVERVIEW/OBJECTIVE

Reflections Marketing LLC is a creative marketing agency with a mission to empower businesses to achieve their strategic goals, fostering brand recognition and loyalty. We are a minority woman-owned business. Our diverse range of solutions encompasses Marketing Consulting services rooted in strategic planning, E-commerce Marketing Solutions, Brand Development, Website Design and Development, Graphic Design, Illustration, and Process improvement.

## CORE COMPETENCIES

- Brand Messaging, Positioning, Guidelines Development, Visual Identity, Logo, and Collateral Design.
- Website Design and Development, User Experience Design, E-commerce Marketing (Content Creation, Generating actionable insights, Shipping and Fulfillment Optimization, Process, Physical Distribution, and Logistics Consulting).
- Graphic Design, Fine Art and Comics Illustration, Apparel, Packaging, and Print Collateral Design.
- Analytics & Reporting, Data Analysis, Performance Tracking, Key Performance Indicator Reporting, ROI Measurement.
- Artificial Intelligence Marketing, Utilizing AI for Personalization, Predictive Analysis, and Content Optimization.
- Visual Merchandising, Designing In-Store Displays, Visual Layout Planning.
- Multi-Channel Marketing, Coordinating Campaigns Across Different Channels.
- Virtual Reality Marketing, Creating VR Experiences for Brand Engagement.

## DIFFERENTIATORS

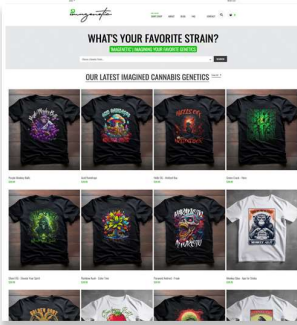
- Leverage Business Process Improvement (BPI) strategies to identify and fix core Marketing issues. Providing Marketing products and services that are effective, efficient, and aligned with strategic vision.
- Ethnic and Cultural Marketing- Tailor Marketing to specific cultural groups, respectful and inclusive Marketing.
- VR Marketing- Virtual product demonstrations and 3D space design where customers can interact with products.
- AI Marketing- Leverage AI technology for personalization, customer segmentation, and predictive analysis.
- Blockchain Marketing- Exploring how blockchain technology enhances Marketing, efficiency, and transparency.
- E-Commerce broad global footprint- Website Design, Development, and Brand Identity for Coolteesandthings.com- Home Décor, Apparel, and Jewelry sold to Customers in 13 Countries worldwide (US, Canada, Australia, United Kingdom, Netherlands, Vietnam, Saudi Arabia, Germany, France, Switzerland, Thailand, Austria, Hungary).
- Created a verified merchant account on Pinterest with 211.9k monthly views for Coolteesandthings.com.



## EXPERIENCE

- The innovative contributions from our executive team have led to providing Marketing, Branding, Graphic Design, Illustration, and Performance optimization solutions for Fortune 100 and Fortune 500 companies (Nike, Adidas, Hewlett-Packard) with a total Gross annual revenue of \$129.33 Billion.
- First authorized personalized apparel Marketer of Washington State University® gear- 256,478 worldwide reach. Created unique branded apparel designs. We promoted the gear on our Facebook page after customizing it for our fan shop's marketing campaign created with a strong engaged Washington State University® fan base.
- Achieved #1 Brand Recognition and Positioning at HP® and competitors Multicultural Marketing events.
- Go-to-market strategist at HP®- managed a \$5.25 Million budget for Vancouver Division Consumer Marketing.
- WW Packaging Artwork Design Manager at HP®- developed the "Learning Panel" in North America to improve Packaging effectiveness at retail.
- VP of operations for 31,000 employees in SE Asia with \$220 million annual turnover. Executive team member is a Business Process Improvement, Graphic Design, and illustration expert responsible for providing operational direction for administrative culture, innovation, design, quality improvement, increased productivity for garment manufacturers, team development, and customer satisfaction.

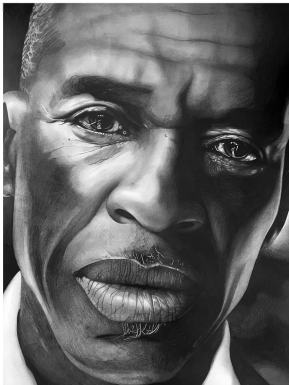
Your reliable marketing solution, consistently delivering on time and within budget for dependable performance every time.



Web Development & Ecommerce



Comics Illustration



Fine Art Illustration



Logo & Brand Building

- Reflections Marketing LLC
- Period of Performance- June 2004 to Present
- Place of Performance – Vancouver, Washington
- Statement of Work (work performed): Business Development: Identifying and pursuing new opportunities for business growth, including new product lines, markets, and partnerships. Became first authorized personalized apparel Marketer for Washington State University® gear. Worked with licensing partner to leverage approved personalized apparel designs our team created for WSU® gear fans to engage loyal fanbase on Meta; Marketing and Branding: Developing and implementing marketing strategies to promote the company's products or services and enhance its brand, Website Design, Development and Brand Identity for Coolteesandthings.com– achieving 211.9k monthly views for Coolteesandthings.com, sales across 5 channels and 17 product vendors, and new brand Imagenetic.com; Operational Oversight: Managing day-to-day operations, including supply chain, inventory management, and order fulfillment; Technology and IT: Staying updated on e-commerce technology trends, managing the tech stack, and ensuring a seamless online shopping experience for customers; Customer Experience: Focusing on improving customer satisfaction, which includes website usability, customer support, and addressing customer feedback; Data Analytics: Using data to make informed decisions, monitor KPIs, and optimize the e-commerce platform for better performance; Legal and Compliance: Ensuring that the business complies with relevant laws and regulations, particularly in areas such as data privacy and consumer protection; Team Building: Attracting, developing, and retaining top talent to build a high-performing team; Risk Management: Identifying and mitigating risks to the business, including cybersecurity threats, supply chain disruptions, market fluctuations, and intellectual property risk management; Innovation: Encouraging innovation and staying ahead of industry trends to remain competitive; Public Relations and Communication: Representing the company to the public, and industry partners.

- Hewlett-Packard Vancouver Division
- Period of Performance- July 1997 to March 2004
- Place of Performance- Vancouver Washington
- Statement of Work (work performed): Multicultural Marketing Specialist (Consumer Marketing)-Determined national community consumer events strategy for African American and Hispanic markets. HP® Spokesperson for technology adoption and demand generation for HP® products, provided HP premier branding opportunities and achieved #1 Brand Recognition and Positioning at HP and competitors sponsored events; Go to market strategist for Micro-Business consumers (Outbound consumer marketing)- Developed 6-month marketing plan for category and marketing objectives for Micro-Business consumers, with recommendations for integration managers to execute based on business objectives and strategies, managed \$5.25 million budget for team; Brand Communications- Worldwide Packaging Artwork Design Manager- Managed and implemented Brand compliant consumer Packaging for Vancouver Division. Managed and influenced cross-functional and regional Packaging processes that impacted consumers in North America, Latin America, Europe, Asia Pacific, and Japan, improved Packaging effectiveness in retail and commercial channels by developing the "Learning Panel" for North America to aid in select and buy process at retail by communicating HP's key messages in a unique way that was relevant and easier for customers to understand.

- Adidas Manufacturer
- Period of Performance: May 2004- November 2021
- Place of Performance: Thailand, Indonesia, Vietnam
- Statement of Work (work performed): Graphic Design and Illustration for imprinted apparel. Managed daily operations, while overseeing multiple locations to foster increased productivity for garment-based apparel manufacturers; Work in Process Management and Enterprise Resource Planning Development; Optimized operational processes by developing company-wide business process improvement systems, teams, monitoring, reporting, and follow-up metrics; Created innovation teams across all departments to drive value and proposition for customers (Nike, Adidas); Led Industrial Engineering teams in creating relevant analytics to increase efficiency.

- Nike Manufacturer
- Period of Performance: May 2004- November 2021
- Place of Performance: Thailand, Indonesia, Vietnam
- Statement of Work (work performed): Graphic Design and Illustration for imprinted apparel. Direct Reports: Production, Procurement, Costing, Quality Assurance, Innovation, Industrial Engineering, and Partner Relationships; Developed database-driven reporting metrics; Drove teams across Thailand, Indonesia, and Vietnam to identify and solve issues with internal and external garment production facilities, workforce, and material sourcing to achieve business objectives and deadlines; Identified opportunities to improve process flow and overall company-wide productivity (LEAN) in conjunction with external manufacturing sites; Mitigated financial discrepancies by managing budget and costing operations.