



A certified minority woman-owned small business delivering mission-ready marketing solutions for state agencies. We offer public trust and disaster response communications & outreach to underserved communities (DBE & SDVOSB).

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State Capability Statement

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"Unifying marketing, technology, and inclusive engagement to drive agency results."

Core Competencies



Strategic Communications & Public Outreach

Build public trust, expand agency visibility, and foster stakeholder engagement.



Secure & Compliant Web Development

Section 508-compliant, user-centric portals safeguarding sensitive agency data.



Graphic Design & Data Visualization

Translate complex data into actionable insights through clear infographics, reports, and branding.



AI-Driven Marketing & Analytics

Predictive insights and sentiment analysis to optimize campaigns and inform decisions.



Process Improvement & Logistics Consulting

Apply BPI and LEAN principles to streamline operations and strengthen ROI.



Training & Development

Professional development for teams in communications, marketing, and process improvement.

Socioeconomic

Minority Woman Owned Small Business

Com Codes

918-76 – Marketing Consulting

961-53 – Marketing Services (Incl. Research)

915-97 – Web Page Design, Management & Maintenance Services

915-14 – Communications Marketing Services

915-71 – Public Relations Services

915-01 – Advertising Agency Services

915-48 – Graphic Arts Services (Not for Printing)

915-90 – Video Production

915-15 – Editorial Services

915-84 – Translating Services

Key Differentiators

1

Convergence Strategy

Integrating creative design, technology, and process improvement into a unified, efficient approach.

2

Federal Procurement Readiness

Prepackaged micro-purchase solutions under FAR Part 13 for rapid acquisition.

3

Large-Scale Project Experience

Executive team managed a \$5.25M HP consumer marketing budget and oversaw operations for 31,000 employees with \$220M annual turnover in SE Asia.

4

Advanced Technology Integration

Applying AI, VR, and data analytics to enhance public engagement and provide deeper insight.

5

Disaster Response Capabilities

FEMA Disaster Response registry participant, providing rapid crisis communications and logistical support.

6

Ethnic & Cultural Marketing Expertise

Inclusive campaigns authentically engaging diverse and underserved communities.

PSC Codes

DA01 - IT And Telecom-Business AppDev. Support Services (Labor)

DJ01 - IT And Telecom- Security & Compliance Support Services (Labor)

R408 - Support- Pro: Program Mgmt/Support

R426 - Support- Pro: Communications

R429 - Support- Pro: Emergency Response, Disaster Planning, And Preparedness Support

R499 - Support- Pro: Other

R701 - Support- Mgmt: Advertising

R706 - Support- Mgmt: Logistics Support

R708 - Support- Mgmt: Public Relations

U008 - Education/Training- Training/Curriculum Dev

Past Performance

Proven Results in Large-Scale Operations & Federal Environments

\$5.25M

MARKETING BUDGET MANAGED

31,000

EMPLOYEES DIRECTED

211.9K+

MONTHLY DIGITAL REACH

13

COUNTRIES SERVED

HP (Fortune 100) Consumer Marketing



- Managed a \$5.25M consumer marketing budget.
- Developed 6-month marketing plan for Micro-Business consumers.
- HP spokesperson - Led multicultural campaigns achieving #1 brand recognition metrics.
- HP WW Packaging Artwork Design Manager: Directed global compliance teams across 4 continents, creating the "Learning Panel" packaging innovation.

Nike & Adidas Manufacturers



- Directed operations for 31,000 employees with \$220M annual turnover.
- Implementing LEAN manufacturing and BPI systems to increase productivity.
- Countries of origin included Thailand, Vietnam, Cambodia, Indonesia, and China.

Facilities Redesign – Cannabis Brand Washington State



- Scope included packaging redesign, laboratory and production facility renovation, and integration of brand values into physical environments.
- The redesign increased ROI from facility tours and improved customer engagement.



Facilities Renovation – Tribal Community Project Washington State



- Partnered on a facilities renovation serving a Tribal community, aligning physical space updates with cultural relevance and community values.
- Delivered brand-consistent environments fostering trust, accessibility, and stronger engagement with community members and stakeholders.

Our Convergence Methodology

1

Strategic Assessment & Stakeholder Analysis

2

Creative Concept Development & Design

3

Technology Integration & Implementation

4

Process Optimization & Training

5

Performance Monitoring & Continuous Improvement

Ready to discuss your agency's marketing and technology transformation needs?

Traci Crowley, CEO | traci@reflectionsmarketing.com | (360) 604-0344

<https://reflectionsmarketing.com/government-agency-solutions/> | Certified Minority Woman-Owned Small Business

