



# REFLECTIONS MARKETING LLC

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

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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.

## Certifications

### SBA CERTIFICATIONS

EDWOSB

WOSB

### ADDITIONAL

DBE

AABE

WBE

MWBE

SBE

SDB

SCS

## NAICS & PSC Codes

**Primary NAICS:** 541613

**Additional:** 541430, 541511, 541512, 541614, 541810, 541910, 541990, 561920, 611430

**Primary PSC:** R701

**Additional:** T001, R426, R499, B544, DA01, DA10, R408, R422, R699

## 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 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.

## Countries Served



# 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?

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

