



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.

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.

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

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?

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

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

