REFLECTIONS
MARKETING LLC

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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AGENTIC AI TEAM MODEL
"Governance-controlled AI for mission-critical regulated environments."

AVERY	SAGE	KAI	AMARA	NOOR	REN	RIO
CAPTURE ANALYST	BRAND STRATEGY	DIGITAL EXP.	PARTNERSHIPS	PUBLIC ENGAGEMENT	VISUAL DESIGN	SOCIAL INTEL

GOVERNANCE-CONTROLLED AI ADVISORY AGENT

The **RM Gov Solutions Concierge™** is a proprietary governance-controlled AI advisory agent designed to support responsible engagement within federal and state procurement environments. Unlike standard AI chatbots, the system integrates policy-based stop rules, governance APIs, and human authorization gates to ensure AI-generated guidance remains compliant, traceable, audit-ready, and aligned with procurement risk controls.

🛡 CYBERSECURITY READINESS
Preparing for Cybersecurity Maturity Model Certification (CMMC) Level 1, with systems designed with awareness of future CMMC Level 2 practices.

CORE AI COMPETENCIES

🛡 **Policy-Based AI Governance**
AI responses are evaluated through rigorous policy checks before delivery to minimize procurement risk and ensure alignment with federal guidance.

🕐 **Human-in-the-Loop Authorization**
Sensitive responses involving pricing or contractual language are automatically routed for human expert review prior to finalization.

▼ **Procurement-Aligned Guidance**
Transforms complex contracting concepts into structured guidance on capability statements, NAICS alignment, and micro-purchase strategies.

AI APPLICATIONS FOR GOVERNMENT

- Procurement Readiness Support
- Workforce Training & Support
- Capture Intelligence & Analysis
- Strategic Communications Planning
- Supplier Outreach & Engagement
- Market Signal Synthesis

ACQUISITION FLEXIBILITY

1 **Governance-Controlled AI Workflows**
Architecture for regulated environments that integrates policy checks and authorization gates to support responsible automation.

2 **Procurement Risk Detection**
Automated identification of potential compliance gaps in outreach materials and procurement documentation to ensure mission alignment.

Socioeconomic
Minority Woman Owned Small Business

NAICS Codes
- **541613** Marketing Consulting Services
- **541511** Custom Computer Programming
- **541512** Computer Systems Design
- **541519** Other Computer Related Services
- **541611** Admin & General Mgmt Services
- **541614** Process & Logistics Consulting
- **541690** Other Scientific & Technical
- **541810** Advertising Agencies
- **541820** Public Relations Agencies
- **611430** Prof. & Mgmt. Dev. Training

PSC Codes
- **DA01** IT And Telecom-Business AppDev. Support Services (Labor)
- **DJ01** IT & Telecom-Security & Compliance
- **R408** Support-Pro: Program Mgmt/Support
- **R426** Support-Pro: Communications
- **R429** Support-Pro: Emergency Response
- **R499** Support-Pro: Other
- **R701** Support-Mgmt: Advertising
- **R706** Support-Mgmt: Logistics Support
- **R708** Support-Mgmt: Public Relations
- **U008** Education/Training-Curriculum Dev

🛡 COMPLIANCE
- **Governance:** Aligned with NIST AI RMF
- **Accessibility:** Section 508 Compliant

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

RM Gov Solutions Concierge™
Governance-Controlled AI Advisory System

- Reflections Marketing LLC developed RM Gov Solutions Concierge™, a governance-controlled AI advisory environment designed to support responsible engagement within federal and state procurement ecosystems.

- The system integrates agentic AI workflows, human approval checkpoints, and compliance-aware advisory guidance to support procurement readiness and supplier engagement.

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.

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.

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/ai-agent/
Certified Minority Woman-Owned Small Business