



Reflections Marketing LLC helps state agencies reduce risk and implement change effectively through organizational decision support, change management, organizational readiness, governance advisory, and modernization support.

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State Capability Statement

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Strategic Communications & Organizational Decision Support for State Agencies

Core Competencies



Strategic Communications & Stakeholder Engagement

Communicate complex initiatives to build trust and public participation.



Organizational Decision Support

Assess change impacts on programs, operations, and services to inform action.



Digital Modernization Support

Align design, technology, processes, and people to reduce risk and improve secure, accessible services.



Governance & Responsible AI

Strengthen decision authority, oversight, risk controls, and accountability.



Process Improvement & Operational Coordination

Improve workflows, align teams, and increase operational efficiency.



Change Management, Readiness & Training

Help stakeholders adopt approved changes and integrate new practices.

Key Differentiators

1

Strategic Marketing Communications & Public Outreach

Builds trust through messaging, inclusive engagement, and outreach.

2

Organizational Navigation System™

Assesses change impacts, resolves key questions, and guides approved decisions into implementation through RM Gov Solutions™, our government platform.

3

Governance-Controlled Digital Modernization

Aligns people, processes, technology, and risk controls for responsible modernization.

4

Cross-Functional Orchestration

Uses Convergence Model™ to align process improvement, technology planning, workforce readiness, and implementation.

5

Enterprise-Scale Leadership

Managed a \$5.25M HP budget and 31,000-employee operations with \$220M annual turnover in SE Asia.

6

Graphic Design & Data Visualization

Uses creative strategy and data visualization to make complex messages clear and engaging.

Certifications & Designations

Federal: DBE | WOSB | EDWOSB | SDB

State: MWBE | WBE | SBE | AABE

Local: SCS

Com Codes

918-76 - Marketing Consulting

918-75 - Management Consulting

918-83 - Organizational Development Consulting

918-12 - Analytical Studies and Surveys (Consulting)

918-90 - Strategic Technology Planning and Consulting Services

918-24 - Communications Consulting

918-26 - Communications: Public Relations Consulting

915-22 - Communications Marketing Services

918-38 - Education and Training Consulting

915-48 - Graphic Arts Services (Not Printing)

PSC Codes

R408 - Support-Pro: Program Mgmt/Support

R410 - Support-Pro: Program Evaluation/Review/Development

R406 - Support-Pro: Policy Review/Development

DF01 - IT & Telecom: IT Mgmt Support Services (Labor)

R426 - Support-Pro: Communications

R422 - Support-Pro: Market Research/Public Opinion

R708 - Support-Mgmt: Public Relations

U008 - Education/Training: Training/Curriculum Dev

T001 - Photo/Map/Print/Publication: Arts/Graphics

R499 - Support-Pro: Other

Past Performance

Demonstrated Leadership in Complex Enterprise Environments

\$5.25M

CONSUMER MARKETING
BUDGET MANAGED

31,000

EMPLOYEE OPERATIONS
DIRECTED

211.9K+

MONTHLY DIGITAL REACH

13

COUNTRIES SERVED

HP (Fortune 100)



Strategic Marketing Communications & Global Brand Governance

- Managed a \$5.25M marketing budget and 6-month microbusiness plan; as HP spokesperson, led multicultural campaigns achieving No. 1 brand recognition.
- Directed packaging compliance across four continents, upheld brand standards and created the "Learning Panel" innovation.

Nike & Adidas Manufacturers



Enterprise Operations & Process Improvement

- Directed operations for 31,000 employees with \$220M in annual turnover.
- Implemented LEAN and BPI systems to increase productivity.
- Operations spanned Thailand, Vietnam, Cambodia, Indonesia, and China.

Operational Modernization – Cannabis Brand



Washington State

- Redesigned packaging, lab, production and visitor spaces, improving tour ROI and engagement.
- Governed automation is designed to improve consistency and reduce manual errors; live systems process 270–280 orders/month.



Facilities Modernization & Renovation - Tribal Community



Washington State

- Partnered on a facility renovation aligning physical-space improvements with cultural relevance, community values, and accessibility.
- Created brand-consistent environments designed to strengthen trust and stakeholder engagement.

Our Convergence Methodology

1

Clarify Strategic Intent & Decision Authority

2

Assess Impacts, Risk & Readiness

3

Align People, Process, Technology & Communications

4

Guide Approved Implementation

5

Measure Outcomes, Learn & Adapt

Ready to move your agency's next initiative forward with greater clarity, readiness, and control?

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reflectionsmarketing.com/government-agency-solutions/

