A black letter in a circle

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**CAPABILITY STATEMENT**

**COMPANY OVERVIEW**

**628 Digital Design** is a certified B Corp, one-stop-shop digital content design, marketing, and consulting agency that creates inclusive content for diverse audiences. We offer comprehensive and integrated creative and marketing solutions. As a full-service agency, our services include strategy, consultation, and implementation solutions.

**Contact Information**

**Samantha Williams, M.S.,** President & CEO

**628 Digital Design**

P.O. Box 120068

East Haven, CT 06512

Phone: (203) 800 – 7119

Fax: (877) 597 – 1112

Web: [628DigitalDesign.co](http://www.628digitaldesign.co)

Email: [Samantha@628DigitalDesign.co](mailto:Samantha@628DigitalDesign.co)

Socials: @628DigitalDesign

Clubhouse: clubhouse.com/@628digital

**Company Data**

**Unique Entity Identifier (UEI): MHQGXSY8TJK1**

**DUNS Number**: **877021316**

**CAGE Code: 7J8U8**

**EIN:**  **86-1481598**

**NYS Vendor #: VS00040353**

**ANID: AN01409341671**

**Business Size: Micro-small Business**

**SAM Registration**: **Active**

**Accepting Credit Cards**: **YES**

**NAICS Codes**

* **519130 Internet Publishing, Broadcasting, & Search**
* **541613 Marketing Consulting Services**
* **561410  Document Preparation Services**
* **541430 Graphic Design Services**
* **541618 Management Consulting Services**
* **541870  Electronic Marketing Services**
* **541910  Marketing Research Services**
* **711510  Independent Artists, Writers, & Performers**
* **541990  All Other Professional & Technical Services**
* **541611 Management Consulting Services**
* **611430  Management Development Training**
* **518210 Data Processing and Hosting**

**Socioeconomic Certifications & Designations**

**CORE CAPABILITIES**

* Digital Content Marketing Strategies and Campaigns
* Promotional products, Shirts, Pens, Banners, and Other Items
* Email Marketing, Blog Writing, and Newsletter Development
* Social Media Management and Marketing
* Website Strategy, Design, Copywriting, SEO, and Maintenance
* Creative, Technical, Business, and Academic Writing
* Branding, Logos, Letterhead, and Marketing Materials
* Multilingual Translation, Editing, and Writing
* Capability Statement Development, Op-Eds, and White Papers
* Internal and External Digital Communications
* Graphic Design, Slide and Pitch Decks, and Sell Sheets
* Public Relations, Media Placement & Buying, & Press Releases
* Technical Assistance – Grant Writing & Business Certifications

**WORKSHOPS & TRAINING FACILITATION**

* **Business Communications and Content Development**
  + Grammar and Business Communications
  + Contract-Winning Capability Statements
  + Developing Attention-Grabbing Blogs and Articles
  + Website and Social Media Content
  + Hashtag and Email Marketing
  + Respondingto RFPs and Solicitations
  + Press Release Development
  + Career Readiness & Development
  + Microsoft Office Suite
* **Social Media Marketing & Management for Business**
  + LinkedIn, Facebook, Instagram, Clubhouse, and Alignable
  + Canva and Social Media Productivity Tools

**DIFFERENTIATORS**

* Sole-source marketing and communications supplier solution
* 100% virtual full-service digital content development agency
* Logo

  Description automatically generatedLogo

  Description automatically generated**A blue and red sign with text

  Description automatically generated**100% Black woman-owned, led, staffed, and operated
* Text

  Description automatically generatedSpecializing in written, graphic, and digital design services
* Intentional partnerships with diverse-owned companies

**SUSTAINABILITY & ESG**

* **Certified B Corp** through B Lab U.S. & Canada
* **Environmental:** Remote work​, recycle products, and limit printing
* **Social:** Inclusive hiring and team wellness and engagement
* **Governance:** Data & cybersecurity, customer privacy, and ethics



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A picture containing graphical user interface

Description automatically generatedLogo, company name

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**PAST PERFORMANCE**