

# CAPABILITY STATEMENT

## COMPANY OVERVIEW

**628 Digital Design** is a certified B Corp, one-stop-shop digital content design and marketing agency creating 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.

## CORE CAPABILITIES

- Digital Content Marketing Strategies and Campaigns
- Email Marketing, Blog Writing, and Newsletter Development
- Website Strategy, Design, Copywriting, and Maintenance
- Social Media Management and Marketing
- Multilingual Translation, Editing, and Writing
- Capability Statement Development, Op-Eds, and White Papers
- Creative, Technical, Business, and Academic Writing
- Internal and External Digital Communications
- Social Media and Website Bio Writing
- Graphic Design, Pitch Decks, and Sell Sheets
- Branding, Logos, Letterhead, and Marketing Materials
- Public Relations, Media Placement & Buying, & Press Releases
- Creation of PowerPoint Presentations & Speeches

## 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
  - Responding to 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
- 100% Black woman-owned, led, staffed, and operated
- Intentional partnerships with diverse-owned companies
- Specializing in written, graphic, and digital design services

## 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



## Contact Information

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**628 Digital Design**  
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## Company Data

Unique Entity Identifier (UEI): MHQGXSY8TJK1  
DUNS Number: 518210  
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



Greater New England  
Minority Supplier  
Development Council



**WBEC METRONY**  
WOMEN'S BUSINESS ENTERPRISE COUNCIL



## PAST PERFORMANCE



National Oceanic  
and Atmospheric  
Administration



Ronald McDonald  
House Charities®  
of Connecticut &  
Western Massachusetts

UNIVERSITY OF HARTFORD  
ENTREPRENEURIAL CENTER  
WOMEN'S BUSINESS CENTER