

## We use creativity to educate audiences...

Eightzéro is a creative studio that specializes in graphic design, marketing, web page design (IT), video and photography production, and computer programming and online training courses. We creative innovative and effective experiences into educational practices, that enrich and promote the government's ability to communicate and captivate their target audiences and deliver on their mission driven objectives.

Eightzéro is based in Washington, DC, and only serves DC and the Federal Government. **We accept purchase and credit cards.**



## Core Competencies

### Graphic Design (Primary)

We help agencies express who they are, what they do, and what they offer.

- Logos, brochures & annual reports
- Infographics & conference signage
- Publications, flyers and posters
- 508 compliance and accessibility

### Custom Computer Programming

We help agencies communicate their mission with an online presence.

- Website design & development
- User interface & user experience
- Content management system (CMS)
- Search engine optimisation (SEO)

### Computer Training

We help agencies with developing courses that train their audiences.

- Instructional training courses
- Curriculum development
- Job aids and training manuals
- Voice-over and audio captioning

### Marketing Consulting

We help agencies understand their target audiences & create mission goals.

- Branding strategy and messaging
- Marketing strategy and positioning
- Email and content marketing
- Technical editing and proofreading

### Motion Picture and Video Production

We help agencies to create and deliver meaningful visual content.

- Promotional and testimonials
- Events, products and commercials
- 2D / 3D Animation Production
- Training and Instructional

### Commercial Photography

We help agencies to capture their picture-perfect moment.

- Commercial and headshots
- Aerial and events
- Portrait and products
- 360-degree and virtual tours

### NAICS Codes

- 541430 – Graphic Design Services
- 541613 – Marketing Consulting Services
- 512110 – Motion Picture and Video Production
- 541511 – Other Computer Related Services
- 611430 – Computer Training Services
- 541850 – Display Advertising Services
- 561410 – Document Preparation Services

### PSC Codes

- T001 – Photo Map/Print/Publication
- R799 – Other Management Support Services
- 7G21 – IT and Telecom, Digital Network Products
- U008 – Education Training, and Curriculum

**UEI:** T7KHHKKA3EC9 **Cage:** 84G25





## Past Performance

### Prime Contractor:

**Department of Insurance, Securities and Banking (DISB)**

**Agency Location:** Washington DC

**Agency POC:** Kamaria Mabry

**POC Email address:** [kamaria.mabry@dc.gov](mailto:kamaria.mabry@dc.gov)

**Contract value:** \$400,000.00 – (BPA - Base + 3 Options)

**Period of Performance:** 2022 – Present

We created DISB's marketing & communications strategy, researched and wrote content, and designed creative materials that promoted their initiatives to engage vulnerable adults, small businesses owners, and DC residents of all ages.

### Prime Contractor:

**State Board of Education (SBOE)**

**Agency Location:** Washington DC

**Agency POC:** Jennifer Briones

**POC Email address:** [jennifer.briones@dc.gov](mailto:jennifer.briones@dc.gov)

**Contract value:** \$27,000.00

**Period of Performance:** 2023 – Present

We developed staff photography and annual reports to educate & empower SBOE's initiatives. We unified SBOE's marketing initiatives aimed to increase the visibility, influence, and service to DC Public Schools.

### Prime Contractor:

**Regulatory Affairs Professional Society (RAPS)**

**Business Location:** Rockville, MD

**Business POC:** Kizzy Farria

**POC Email Address:** [kfarria@raps.org](mailto:kfarria@raps.org)

**Contract value:** \$90,000.00

**Period of Performance:** 2020 – 2023

We created e-learning courses to professionally develop customers in the US and European Union (EU) via RAPS's Learning Management System. We designed and produced materials to market and support their annual US & EU tradeshow conferences.

### Prime Contractor:

**Office of the State Superintendent of Education (OSSE)**

**Agency Location:** Washington DC

**Agency POC:** Simone Garcia

**POC Email address:** [simone.garcia@dc.gov](mailto:simone.garcia@dc.gov)

**Contract value:** \$15,000.00 (Base only)

**Period of Performance:** 2020 – 2021

We developed a marketing campaign that included a creative fresh rebrand and a new [careertechdc.org](http://careertechdc.org) website to educate and bring awareness to stakeholders and DC's high-school students and parents across all 8 wards across the District of Columbia.

### Sub-Contractor: Betah and Associates

**National Science Foundation (NSF) / National Center for Science and Engineering Statistics (NCSES)**

**Business POC:** Romina Massa / **POC Email Address:** [rmasa@betah.com](mailto:rmasa@betah.com)

**Contract value:** \$60,000.00 / **Period of Performance:** 2020 – Present

We worked with Betah and NCSES' creative communications plan, developed infographics and social media content, and catalogued all digital assets to meet NCSES's strategic goals. We worked with Betah who's the Prime on this engagement.



**Contract Holder**  
Contract # 47QRAA24D001X