

## Core Competencies

### Communications

We excel in crafting compelling and tailored content to effectively communicate your agency's message. Whether it's web content, reports, or other communication materials, we ensure clarity and impact.

### Public Relations and Outreach

Andana understands the importance of building and maintaining a positive public image. Our PR services are designed to enhance your agency's reputation through strategic communication and media relations. Engage with your target audience through our comprehensive public outreach services. From community events to digital campaigns, we facilitate meaningful connections between government agencies and the public.

### Copy writing

Our experienced, multi-talented writers bring creative ideas and dedication to your organization. Together we determine your positioning and messaging, then provide you with content and tools to clearly and confidently communicate internally and externally.

### Graphic Design

Make a lasting impression with visually stunning designs. Our graphic design team brings creativity and precision to produce visually appealing materials that effectively convey your agency's message.

### Document Editing

Ensure accuracy and professionalism in your written materials with our document editing services. From policy documents to official reports, we enhance the quality and clarity of your content.

### Training Workshops

Equip your team with effective communication skills through our specialized training programs. We offer comprehensive training to enhance interpersonal, public speaking, and written communication skills, empowering your staff to excel in various communication scenarios.

### Brand and Strategic Planning

Articulate the core of your organization and bring it to life. We work with you to understand your people, your mission, and your unique value proposition. Together we define the brand and give you a clear positioning strategy.





## Why Choose Andana Consulting?

### Team Expertise

Founded in 2014, the Andana team brings more than ten years of expertise in marketing tactics including websites, social media, newsletters, and training initiatives. Our work with government contractors uniquely position us to understand the intricacies of government agencies, derived from our close collaboration with clients in the field.

### Certifications and Partnerships

Andana is an SBA-Certified Women-Owned Small Business (WOSB) and HUBZone Small Business, reinforcing our commitment to providing high-quality services in the government sector. Our staff hold the SMPS Certified Professional Services Marketer certification.

### Past Performance

Department of Housing and Urban Development (HUD) - Customer Service Training.

USACE Fort Worth District - Marketing Communications Strategy, Content, Design

Content, Website Design, and E-Commerce - Pediatric Therapeutic Services

Entrepreneurship in the Federal Market - Montgomery College

Online Workshops - Govology



## Contact Us

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**Andana Consulting, LLC**

SBA-certified Woman-Owned Small Business

SBA-certified HUBZone Small Business

[www.andanaconsulting.com](http://www.andanaconsulting.com)

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## NAICS Codes

- 541430 Graphic Design Services
- 541490 Other Specialized Design Services
- 541611 Administrative Management & General Management Consulting Services
- 541613 Marketing Consulting Services
- 541810 Advertising Agencies
- 541820 Public Relations Agencies
- 541910 Marketing Research
- 561110 Office Administrative Services
- 561410 Document Preparation Services
- 611430 Training

