

## CORE COMPETENCIES

### Communications and Outreach

We excel in crafting compelling and tailored content to effectively communicate your organization’s message. Whether it’s web content, reports, or other communication materials, we ensure clarity and impact. We help you deliver messages that drive your target audience to act.

### Facilitation and Stakeholder Engagement

Andana understands the importance of building and maintaining a positive public image. Our services are designed to enhance your 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.

### 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 organization’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 Development

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.

### Strategy

We believe public service impact happens at the intersection of strategic operations and creative marketing. We work with you to understand your people, your mission, and your unique value proposition to develop strategy to support your mission.

### Administrative Support

Our personnel are well-versed in all aspects of program operations. Whether it’s supporting program office operations, or administrative support services, our collaborative, results-driven approach plays a key role in helping organizations.





## 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 positions 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 Woman-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

U.S. Department of Housing and Urban Development - Customer Service Training

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

Maryland Department of Planning - Compatible Use Website

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

Montgomery College - Entrepreneurship in the Federal Market

Govology - Online Workshops



## Contact Us

**Carrie Ann Williams, CPSM, F. SAME**

Founder / President

(443) 297-9535 • x701

[carriann@andanaconsulting.com](mailto:carriann@andanaconsulting.com)

**Andana Consulting, LLC**

SBA-Certified Woman-Owned Small Business

SBA-Certified HUBZone Small Business

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

UEI: CEL3KX68KUH5

Cage Code: 75CM1

## 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

