

## COMPANY OVERVIEW

**Blue Scorpion Reputation Management (BSRM)** is a HUBZone Certified woman-owned small business in government contracting with in-depth experience helping federal, state, and municipal agencies.

We exist to support in-house teams with strategic communication and content creation services, market research, reputation management and crisis communication. BSRM has international reach with its headquarters in Atlanta while also operating in Washington, D.C.

We are focused intensely on quality, and listening is our first order of business. We deliver unique value in that we first understand our clients' interests and needs to build trust while achieving strategic goals.

With an ACDBE and DBE in the state of Georgia, BSRM is committed to excellence, holding accounts specific to the video gaming and agribusiness industries.

## WHAT SETS BSRM APART FROM THE COMPETITION?

- Our training and qualifications reflect prestige, including image and reputation management.
- Increased value through the various software platforms that we use for media outreach, social media marketing and digital marketing measurement.
- Proving value, showing ongoing improvement by demonstrating a quantifiable return on investment.

## CORE COMPETENCIES

- Media Relations
- Strategic Communication
- Crisis Management
- Content Creation
- Stakeholder Engagement
- Market Research
- Brand Management
- Marketing Strategy
- Advertising Campaigns
- Customer Relationship Management
- Search Engine Optimization (SEO)
- Social Media Marketing
- Email Marketing
- Content Marketing
- Analytics and Data Analytics
- Creative Development
- Media Planning and Buying
- Copywriting
- Campaign Management
- Media Trend Analysis

## NAICS CODES

- 541820 - Public Relations
- 541613 - Marketing Consulting
- 541910 - Marketing Research & Public Opinion
- 541810 - Advertising Agencies
- 541430 - Graphic Design Services
- 512110 - Motion Picture & Video Production
- 512240 - Sound Recording Studios
- 516210 - Media Streaming
- Distribution Services, Social Networks, and Other Media Networks and Content Providers
- 541922 - Commercial Photography
- 611430 - Professional Management and Development Training
- 541611 - Administrative Management and General Management Consulting Services

## SUCCESSFUL PAST PERFORMANCE

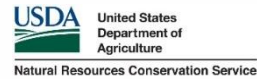
### FEDERAL SUBCONTRACTOR

**U.S. Department of Defense**  
Television Segment Production for the Pentagon Force Protection Agency



### FEDERAL PRIME

**USDA-NRCS**  
Qualitative and quantitative research throughout the City of Atlanta and its 10-county metropolitan area through Bibb County (middle Georgia)



### MUNICIPAL PRIME

**City of Atlanta**  
Operator of the first Farm Tour Experience and Outdoor Fresh Street Festival to promote urban agriculture and amplify agritourism in the City of Atlanta



### MUNICIPAL SUBCONTRACTOR

**City of Atlanta**  
A Customer's Point of View (Prime) for Hartsfield-Jackson Atlanta International Airport Secret Shopping and Pricing Compliance Service for Concessions Management



### QUASI-GOVERNMENT

**City of South Fulton Convention and Visitors Bureau**  
Marketing Firm of Record



### COMPLETED MUNICIPAL PARTICIPATION

**City of Atlanta**  
2020 Small Business Development Program for Watershed Management and Hartsfield-Jackson Atlanta International Airport

### PRIMARY CONTACT | CAPTURE MANAGEMENT

Kimberly M. Starks, APR

## BUSINESS CERTIFICATIONS

