

AIRPORT PERFORMANCE

COMPANY INFORMATION

EIN: 821108791

UEI: MF5LA42S3F65

Cage Code: 803B1

COMPANY OVERVIEW

while also operating in Phoenix and 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.

Blue Scorpion Reputation Management (BSRM) is a HUBZone Certified woman-owned small business in government contracting with in-depth experience in the aviation industry.

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

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

Fearless Fund

2025 Get Venture Ready (GVR) Cohort in partnership with JP Morgan Chase



Participant of the **first Business Capacity Accelerator Program** cohort in partnership with **Morehouse College's Innovation and Entrepreneurship Center (MIEC)** and **Access to Capital for Entrepreneurs (ACE)**.



ATL Airport Publications

Goseedootl.com

2021 - Present



Marketing Firm of Record

ATL Airport Chamber

2021-2023



Municipal Subcontractor

Hartsfield-Jackson Atlanta International Airport (ATL Airport)

2022-2024



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**

