

## 01. COMPANY DESCRIPTION

New Venture is an MWBE-owned/certified marketing, communications, and graphic design boutique.



### NAICS Codes

541430	541613	541820
541490	541618	541860
541611	541810	541870

### SIC Codes

7311	7331
7319	7336

Since its inception in 2001, New Venture has blurred the lines between providing traditional creative agency marketing services and working as an operations-focused business partner for advancing client objectives. The boutique agency's founder eschewed the confines of the traditional client/agency relationship model in favor of building a partnership that emanates humor, achievement, and fun. Ambitious nonprofits and small businesses which seek to thrive in contemporary settings as innovators are the agency's ideal client.

## 02. TEAM & PARTIAL CLIENT LIST

New Venture was founded and is led by Cheryl Mann. She earned a BA from Spelman College (Atlanta, GA) and an MS in Integrated Marketing from New York University (New York, NY). Ms. Mann serves as the principal contact for the boutique's client engagements.

In addition to the core services, the New Venture account team offers web development, content strategy & creation, social media marketing, and copywriting. The boutique's founder often describes its wheelhouse as including "nonprofits and small/medium-sized business in need of expert execution."

Partial client list: American Express, Amistad Research Center, Families First's COACHES program, InStyle Magazine, Karna, LLC, Lullaby Guild (LA), M&M Mars, Omega Network For Action, Inc./OMEGA VOTE, Inc., PayPrep, Pure Soul (high-end clothing & accessories boutique), Saks Fifth Avenue.

## 03. CAPABILITIES/SERVICE OFFERINGS

**Ai** **Adobe Illustrator**

- marketing collateral
- corporate identity
- website elements

**Cw** **Copywriting**

- multi-channel content creation, development appeals
- press releases, pr kit components

**Pm** **Project Management**

- account planning
- platform management, e.g., Constant Contact, Eventbrite, G-Suite, Hootsuite, PayPal
- budget development
- execution
- monitoring
- reporting
- timeline management
- tracking

**Id** **Adobe InDesign**

- annual reports
- magazine layouts
- oversize brochures, catalogs, posters

**Sm** **Social Media Marketing**

- LinkedIn, Instagram, Facebook, Tik Tok, Threads, X fka Twitter, etc.
- messaging strategies, audience building, tweets, posts, 'grams, etc.

**Ps** **Adobe Photoshop**

- animated gif creation
- logo/image tweaking

**Wd** **Web Development**

- Wix, Squarespace, Wordpress
- navigation, layout, SEO, etc.