newventure

marketing communications graphic design

CAPABILITY STATEMENT

✉ info@new-venture.com

📞 646.481.8708

🌐 www.new-venture.com

01. COMPANY DESCRIPTION

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

NYC Small Business Services

MWBE Certified
#MWCERT2018-1

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 and an MS in Integrated Marketing from New York University. Ms. Mann serves as the principal contact for the boutique's client engagements.

The New Venture account team provides strategic marketing, communications, and graphic design services. Our clients are traditionally nonprofits and small/medium-sized businesses in need of our expert execution.

Partial client list: American Express, Amistad Research Center, Boys & Girls Club of Harlem, Families First's COACHES program, InStyle Magazine, Lullaby Guild (LA), M&M Mars, Northeast Brooklyn Housing Development Corporation, PayPrep, Saks Fifth Avenue.

03. CAPABILITIES/SERVICE OFFERINGS

Ai Adobe Illustrator
- marketing collateral
- corporate identity
- website elements

Id Adobe InDesign
- annual reports
- magazine layouts
- oversize brochures, catalogs

Ps Adobe Photoshop
- animated gif creation
- logo/image tweaking

Cw Copywriting
- fundraising, development appeals
- press releases, media alerts
- press kit components

Sm Social Media Marketing
- Twitter, Facebook, Instagram, LinkedIn, Google+, etc.
- messaging strategies, audience building, tweets, posts, 'grams, etc.

Wd Web Development
- Wix, Squarespace, Wordpress, etc.
- navigation, layout, SEO, etc.

Pm Project Management
- account planning
- budget development
- execution
- monitoring
- reporting
- timeline management
- tracking