



# Capability Statement

## Our Firm

Emerald Digital Solutions is an African American and woman owned Strategic Communications and Digital Marketing firm specializing in messaging, public relations, social media, SEO, media strategies, and digital ads. We help nonprofits, government agencies, associations, and businesses effectively promote clear, crafted messages to identified audiences across designated channels. Whether you're building a brand, navigating a major corporate challenge, or raising your profile, strategic communication is the key differentiator in creating a competitive advantage.

## Our Team

The EDS team are experts at creating world-class content that inspires target audiences. We excel at helping clients craft sophisticated messages, identify the right channels, and execute a strategy that supports positive business outcomes. Our team brings together a wealth of diverse perspectives and strategic approaches, communication and messaging expertise, and technology and analytic skills that will increase brand visibility and credibility.

## Key Staff



**Rasheedah Thomas**

Founder

rthomas@emeralddigital.com

## Primary NAICS Codes

- 541613** - Marketing Consulting Services
- 541810** - Advertising
- 541830** - Media Buying
- 512110** - Motion Picture and Video Production
- 541820** - Public Relations
- 541611** - Strategic Planning Consulting Services
- 519130** - Website and SEO Strategy
- 611430** - Professional and Management Development Training

**Certifications : WBE, MBE, WOSB**

**DUNS# : 118377186**

**Cage Code : 971H6**

## Strategic Advantage

- Minority Woman Owned and Led
- Seasoned communications and marketing professionals
- Integrated Marketing Communications approach to elevate brand identity and authenticity
- Expert in crafting compelling messages, especially in a crisis
- Vast network of policymakers and journalists
- Ability to meet short lead and quick turnaround

## Services

- Messaging and (Re)Branding
- Media Relations & Coaching
- Crisis Communications
- Email & Social Media Marketing
- Webcast & Webinar Production
- SEO Optimization & Web Design
- Communication Training

## Clients

