



# PIVOT·PATH

MARKETING STRATEGISTS AND CREATIVE STORYTELLERS.

## CAPABILITIES STATEMENT

[PIVOTPATHDIGITAL.COM](http://PIVOTPATHDIGITAL.COM)

### ABOUT PIVOTPATH

PivotPath is a global brand marketing & communications agency serving municipalities, intergovernmental organizations, and community organizations across the United States and West Africa. Our mission is to provide innovative and effective marketing strategies and implement solutions that help organizations tell their stories and positively promote shared progress.

With 80+ years of collective strategic communications experience, we help teams understand and embrace Mother Tongue, providing them with the ability to engage stakeholders with distinctive empathy and authenticity. **Our team understands the complexities of educating multicultural communities.** By partnering, we become your communication liaisons, creating compelling campaigns and visual imageries, overcoming those barriers to educate, engage and empower populations.

### CORE COMPETENCIES

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|--|---|
| <input checked="" type="checkbox"/> <b>Communications Marketing Services</b>   | <input checked="" type="checkbox"/> <b>Market Research &amp; Public Opinion Surveys</b>   |
| <input checked="" type="checkbox"/> <b>Branding &amp; Brand Positioning</b>    | <input checked="" type="checkbox"/> <b>Creative —Graphic Design Services for Printing</b> |
| <input checked="" type="checkbox"/> <b>Traditional &amp; Digital Marketing</b> | <input checked="" type="checkbox"/> <b>Communications Consulting</b>                      |
| <input checked="" type="checkbox"/> <b>Video Production</b>                    | <input checked="" type="checkbox"/> <b>Thought Leadership and Training</b>                |

### CURRENT & PAST PERFORMANCES

- **DeKalb County Government | Board of Health:** Develop video animations in four languages to increase public awareness of the importance of COVID-19 vaccination for refugees and immigrants and to facilitate community discussions.
- **Gwinnett County Government:** Developed strategic interactive public engagement plan for commissioner-constituent feedback.
- **Suffolk County Government:** Provide program and organizational development consulting by developing and increasing the visibility and communications of Suffolk County's campaign matching fund program.
- **European Union:** Provide strategic communications, graphic design, video production, media , public relations and social media services of the EU's Jobs and Growth Program, Governance Program, and Civil Society Organizations Program in Sierra Leone;
- **City of Freetown:** Developed a strategic marketing and communications plan, social media marketing, and graphic design to elevate a climate change reforestation campaign's visibility across multiple audiences. Winner of Bloomberg Award.
- **City of East Orange:** Develop municipal branding and strategic marketing plan for brand rollout; Conduct community surveys.

### CODES AND CERTIFICATIONS

- FEIN: 83-1606825; CAGE: 8DG90; Unique Entity Identifier: KGUXM3SGGSV5
- DBE, MBE, and EDWOSB Certified by the Georgia Department of Transportation and Small Business Association
- NAICS: 541613; 541430, 541810, 541820, 541618
- NIGC Codes: 91522, 91876, 96546, 91824, 91826, 96153