



MINORITY- WOMAN OWNED

CAGE CODE- 6U4V4

DUNS NUMBER- 069500055

SCC ID: S3876366

CAPABILITIES STATEMENT

Founded in December 2011, Ellis Enterprise is a small, woman, minority owned consulting firm headquartered in Fairfax County Fairfax, VA. Ellis Enterprise LLC helps businesses tell their story, build credibility and raise visibility through branding, web design, and online marketing services. Our mission is to provide measurable full-service branding and marketing solutions to government, small and midsize businesses. Our expansive wisdom and passion for cultivating businesses grows out of our own experience as founders, inventors, and entrepreneurs of successful organizations. NAICS CODES 54180, 541430, 541820, 541613, 624310, 812199, 325620, 611430, 812990

- BUSINESS DEVELOPMENT
- WEB DEVELOPEMENT AND DESIGN
- INTERACTIVE AND SOCIAL MEDIA TACTICS AND DESIGN
- STRATEGIC COMMUNICATIONS PLANNING
- BROCHURE & FLYER DESIGN
- GRAPHIC DESIGN
- WORKSHOPS, EDUCATION , TRAINING AND SPEAKING
- PUBLIC RELATIONS
- MEETING AND SPECIAL EVENT PLANNING
- MARKETING CONSUTLTING
- ADVERTISING PRINT AND BILLBOARD
- MEDIA BUYING
- PUBLIC RELATIONS
- PERSONAL CARE SERVICES

PAST CUSTOMERS

WIA APPROVED PROVIDER
WORKFORCE DEVELOPMENT- STATE OF VA
SKILLSOURCE
DORS- DEPARTMENT OF REHABILITATION
VIRGINIA EMPLOYMENT COMMISSION
VIEW PROGRAM
WIA YOUTH
COLUMBIA ENTERPRISES, INC
PAMPER ME GOOD SALON
SCHOOL OF COSMETIC ARTS

CURRENT SPONSORS

Sally's Beauty Supply
CENGAGE LEARNING-MILADY
Beauty 4 U
The Mane Vendor INC
HAIR FACTORY

PAST PARTNERS

University of District of Columbia
MARRIOTT HOTELS

DIFFERENTIATORS:

Customization is a huge factor in the overall approach to servicing our clients. Our team offers an in-depth analysis of each of our customers needs. We dedicate ourselves to providing the most cost-effective approach, with the level of detail that will ensure the highest possible quality of end product delivery. As a small business specialist we pride ourselves in our ability to engage our customers one-on-one and guarantee your project will be done correctly and on time.

CORE COMPENTENCY:

Business Development- We serve as a catalyst to accelerate growth and wealth creation. To help businesses and government flourish on every level — from global capital access and business consulting to brand planning, design and innovation. We build holistic organizations from ideation to maturity.

Marketing -We help our client choose the best marketing vehicles and advertising platforms to achieve your unique goals. Whether you need to create or refresh your brand image, tell a compelling story or need updated marketing collateral, our award-winning team of creative gurus is anxious to make your organization more successful.

Point of Contact: Marcella Wooten

Phone: 202-660-1423 ext 700

Email: Marcella@ellis-enterprise.com

Address: 10560 Main St #409

Fairfax, VA 22030

Work area: Nationwide, International

Certifications:

SWAM, WOSB, MBE , EDWOSB

Key Personnel



Marcella Ellis Wooten
Creative Director

Creative marketing and operations professional with proven leadership and excellent interpersonal skills. Over 15 years of experience in: Business Development, Marketing and Branding, Graphic Design, Web Design, Media Buying, and Public Relations



Robert Gatewood
Graphic Designer

Over 15 years experience in Visual Communications Design, brand creation, implementation, web design, and advertising. Design, prioritize and manage multiple projects ranging from logos, flyers, mail campaigns, event invitations, web design, social media, photo manipulation and editing, booklets and displays, to complete identity packages.



Vaughn Sanders
Business Development

Career highlighted by achievements extending several years in Business Development, Client Management, Growing Federal Programs/ Revenue, Marketing, creating sound Strategic Partnerships, and developing ongoing Sales Revenue. Seasoned Management Level Executive spending the last 15 years in the federal and commercial markets, overseeing contracts, growing programs, developing strategic partnerships with small and large corporations, and maintaining outstanding customer relationship management services.



Marcus Gaither, MBA
Business Management

Over 15 years experience in Managed Services Provider IT Vendor Management, Network and Mobile Computing VOIP Disaster Recovery and Business continuity planning Web Application and Database development.

Key Personnel Past Performances:

COLUMBIA ENTERPRISES, INC—General Contracting Construction—Rebranding, Marketing materials, corporate website, capabilities statement, social media pages, email marketing,

Reference: Patricia Mitchell 202-547-7979 pmitchell@columbiadb.com

Nikopat and Associates, Inc- Accounting firm- rebranding, marketing and advertising campaign-

Reference: Mike Onianwah, CPA 202-577-1092 monianwah@me.com

Windstream Government Solutions, Washington DC Business Development Consultant Marketing (contact provided on request)

Complete Systems Integrators (KOMPSYS), Lanham, MD -Marketing and Sales (contact provided on request)

NIGP CAPABILITIES:

918-76 Marketing Consulting
961-53 Marketing Services
962-34-00 Event Planning Services
962-60-00 Party, Holiday, and Event Decorating Services
952-68-00 Personal Care Services
952-68-40 PERSONAL CARE SERVICES
652-57-32 KITS, PERSONAL CARE
652-42-00 Hair Cleaning and Conditioning Supplies: Colors, Creams, Dressings, Oils, Rinses, Shampoos, Sprays, Tonics, Waving Solutions, etc.
652-42-72 SHAMPOOS, HAIR
652-42-73 SHAMPOOS, HAIR (BRAND LISTED OR EQUAL)
652-42-74 HAIR SHAMPOO/SOAP/BODY WASH

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