

CAPABILITIES STATEMENT

Founded in December 2011, Ellis Enterprise is an education and product distribution company in the field of Cosmetology. Our mission is to assist businesses in exponential growth through education, marketing, advertising and product distribution.

CORE COMPETENCY:

Product Distribution - Our selfcare products are specifically created to supply customers with high quality maintenance. Marcella Ellis Signature Products include hand sanitizers, shampoos, conditioners, and personal care products.

NAICS CODES

- 325611 Soap and Other Detergent Manufacturing
- 325620 Toilet Preparation Manufacturing
- 812199 Other Personal Care Services
- 611511 Cosmetology and Barber Schools
- 812112 Beauty Salons



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.



Point of Contact: Marcella Wooten

Phone: 202-660-1423 ext 700

Email: Marcella@ellis-enterprise.com

**Address: 1775 Tysons Blvd 5th Floor
McLean, VA 22102**

Work area: Nationwide, International

Certifications:

SWAM, WOSB, MBE, EDWOSB

Key Personnel



Marcella Ellis Wooten

Creative Director

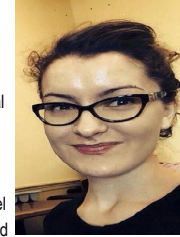
Creative marketing and operations professional with proven leadership and excellent interpersonal skills. Over 15 years of experience in: Business Development, Marketing and Branding, Graphic Design, Web Design, Media Buying and Public Relations.



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.



Julia Ruiz

Public Relations/ Social Media Manager

Communications major with special emphasis on media and print advertisements, overseeing all marketing & advertising functions including promotions, event coordination, public relations, social media, and website maintenance.



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.



Marcus Gaither, MBA
Business Management

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



Tress Eleby

Marketing and Sales

Tressa boasts 20 years of sales and customer service experience. She is skilled in communication and nurturing business relationships with customers in the beauty, banking, satellite television and telecommunications industries.

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)

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

KEY PERSONNEL RESUMES PROVIDED UPON REQUEST

NIGP CAPABILITIES:

485-44-05 HAND SANITIZER

652-42-72 SHAMPOOS, HAIR

652-42-73 SHAMPOOS, HAIR (BRAND LISTED OR EQUAL)

652-42-74 HAIR SHAMPOO/SOAP/BODY WASH

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.

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