

GENERAL SERVICES ADMINISTRATION
Federal Acquisition Service
Authorized Federal Supply Schedule FSS Price List

Online access to contract ordering information, terms and conditions, pricing, and the option to create an electronic delivery order are available through GSA Advantage!®. The website for GSA Advantage!® is: <https://www.GSAAdvantage.gov>.

Multiple Award Schedule

FSC Group: Professional Services FSC Class: R708

Contract number: 47QRAA18D006U

Contract period: March 25, 2018, to March 24, 2028



Creative Marketing Resources Inc a Wisconsin Corporation

250 E. Wisconsin Ave, Suite 980, Milwaukee, WI 53202

Phone: 414-247-9898

www.cmrignite.com

Contract administration source:

David Bowles

david@cmredge.com

414-247-9898

Business size: Small

List Socioeconomic status: Woman Owned business, Women Owned (WOSB), Women Owned (EDWOSB), SBA Certified Small Disadvantaged business, SBA Certified 8(a) Firm

For more information on ordering, go to the following website: <https://www.gsa.gov/schedules>

Price list current as of Modification #PS-0023, effective October 17, 2024

Prices Shown Herein are Net (discount deducted)

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CUSTOMER INFORMATION

1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).

| SINs | Recovery | SIN Title |
|--------|----------|--|
| 512110 | 512110RC | Video/Film Production |
| 541430 | 541430RC | Graphic Design Services |
| 541511 | 541511RC | Web Based Marketing |
| 541613 | 541613RC | Marketing Consulting Services |
| 541810 | 541810RC | Advertising Services |
| 541820 | 541820RC | Public Relations Services |
| 541910 | 541910RC | Marketing Research and Analysis |
| 54151S | 54151SRC | Information Technology Professional Services |
| OLM | OLMRC | Order Level Materials |

1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply. See Page 6

1c. If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility, and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate "Not applicable" for this item. See Page 6

2. Maximum order:

| SINs | Maximum Order |
|--------|----------------|
| 512110 | \$1,000,000.00 |
| 541430 | \$1,000,000.00 |
| 541511 | \$1,000,000.00 |
| 541613 | \$1,000,000.00 |
| 541810 | \$1,000,000.00 |
| 541820 | \$1,000,000.00 |
| 541910 | \$1,000,000.00 |
| 54151S | \$1,000,000.00 |
| OLM | \$250,000.00 |

3. Minimum order: \$100

4. Geographic coverage (delivery area): Domestic

5. Point(s) of production (city, county, and State or foreign country).

250 E. Wisconsin Ave, Suite 980 Milwaukee, WI 53202

6. Discount from list prices or statement of net price: Government Net Prices (discounts already deducted.)

7. Quantity discounts: 2% for all single orders above \$500,000

8. Prompt payment terms: Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions. Net 30 days.

9. Foreign items (list items by country of origin): Not Applicable

10a. Time of delivery. (Contractor insert number of days.): Contact Contractor.

10b. Expedited Delivery: Items available for expedited delivery are noted in this price list. Contact Contractor.

10c. Overnight and 2-day delivery: Contact Contractor.

10d. Urgent Requirements: Contact Contractor.

11. F.O.B. point(s): Destination

12a. Ordering address(es): 250 E. Wisconsin Ave, Suite 980, Milwaukee, WI 53202

12b. Ordering procedures: See Federal Acquisition Regulation FAR 8.405-3

13. Payment address(es): Ordering Address

14. Warranty provision: Standard Commercial Warranty Terms & Conditions

15. Export packing charges, if applicable: Not Applicable

16. Terms and conditions of rental, maintenance, and repair (if applicable): Not Applicable

17. Terms and conditions of installation (if applicable): Not Applicable

18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): Not Applicable

18b. Terms and conditions for any other services (if applicable): Not Applicable

19. List of service and distribution points (if applicable). Not Applicable

20. List of participating dealers (if applicable). Not Applicable

21. Preventive maintenance (if applicable). Not Applicable

22a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants). Not Applicable

22b. If applicable, indicate that Section 508 compliance information is available for the information and communications technology (ICT) products and services and show where full details can be found (e.g. contractor's website or other location.): Not Applicable

23. Unique Entity Identifier (UEI) number. ENQGF4QFGLP4

24. Notification regarding registration in System for Award Management (SAM) database:
Contractor registered and active in SAM

GSA OFFERINGS

SINs: 512110, 541430, 541511, 541613, 541810, 541820, 541910

| <u><i>Labor Categories</i></u> | <u><i>GSA Price (with IFF)</i></u> |
|---|--|
| Account Services Project Assistant | \$72.54 |
| Creative Services – Senior Copywriter | \$145.09 |
| Creative Services – Senior Graphic Designer | \$145.09 |
| Creative Services – Web Developer | \$120.91 |
| Subject Matter Expert | \$193.45 |
| Account Services Principal | \$217.63 |
| Account Services Director | \$169.27 |
| Account Services Manager | \$145.09 |
| Account Services Specialist | \$120.91 |
| Creative Services – Creative Director | \$169.27 |
| Creative Services – Art Director | \$145.09 |
| Creative Services – Copywriter | \$116.07 |
| Creative Services – Graphic Designer | \$120.91 |
| Media Manager | \$145.09 |
| Media Specialist | \$120.91 |
| Public Relations Director | \$169.27 |
| Public Relations Manager | \$145.09 |
| Public Relations Specialist | \$120.91 |
| Planning/Research Director | \$169.27 |
| Planning/Research Manager | \$145.09 |
| Planning/Research Specialist | \$120.91 |

SIN: 512110

| <u><i>Labor Categories</i></u> | <u><i>GSA Price (with IFF)</i></u> |
|--|--|
| Project Manager - V/F | \$145.09 |
| Creative Services – Senior Art Director - V/F | \$169.27 |
| Creative Services - Video Production Manager - V/F | \$145.09 |
| Creative Services - Creative Production Manager - V/F | \$145.09 |
| Creative Services –Digital Director - V/F | \$169.27 |
| Creative Services - Web Designer - V/F | \$145.09 |
| Social Media Director - V/F | \$169.27 |
| Media Director - V/F | \$169.27 |
| Social Media Manager - V/F | \$145.09 |
| Paid Media Manager - V/F | \$145.09 |
| Social Media Specialist - V/F | \$120.91 |

SIN: 541430

| <u>Labor Categories</u> | <u>GSA Price (with IFF)</u> |
|---|--|
| Project Manager - GD | \$145.09 |
| Creative Services – Senior Art Director - GD | \$169.27 |
| Creative Services - Video Production Manager - GD | \$145.09 |
| Creative Services - Creative Production Manager - GD | \$145.09 |
| Creative Services –Digital Director - GD | \$169.27 |
| Creative Services - Web Designer - GD | \$145.09 |
| Social Media Director - GD | \$169.27 |
| Media Director - GD | \$169.27 |
| Social Media Manager - GD | \$145.09 |
| Paid Media Manager - GD | \$145.09 |
| Social Media Specialist - GD | \$120.91 |

SIN: 541511

| <u>Labor Categories</u> | <u>GSA Price (with IFF)</u> |
|--|--|
| Project Manager - WBM | \$145.09 |
| Creative Services – Senior Art Director - WBM | \$169.27 |
| Creative Services - Video Production Manager - WBM | \$145.09 |
| Creative Services - Creative Production Manager - WBM | \$145.09 |
| Creative Services –Digital Director - WBM | \$169.27 |
| Creative Services - Web Designer - WBM | \$145.09 |
| Social Media Director - WBM | \$169.27 |
| Media Director - WBM | \$169.27 |
| Social Media Manager - WBM | \$145.09 |
| Paid Media Manager - WBM | \$145.09 |
| Social Media Specialist - WBM | \$120.91 |

SIN: 541613

| <u>Labor Categories</u> | <u>GSA Price (with IFF)</u> |
|--|--|
| Project Manager - MC | \$145.09 |
| Creative Services – Senior Art Director - MC | \$169.27 |
| Creative Services - Video Production Manager - MC | \$145.09 |

| | |
|--|----------|
| Creative Services - Creative Production Manager - MC | \$145.09 |
| Creative Services –Digital Director - MC | \$169.27 |
| Creative Services - Web Designer - MC | \$145.09 |
| Social Media Director - MC | \$169.27 |
| Media Director - MC | \$169.27 |
| Social Media Manager - MC | \$145.09 |
| Paid Media Manager - MC | \$145.09 |
| Social Media Specialist - MC | \$120.91 |

SIN: 541810

| <u>Labor Categories</u> | <u>GSA Price (with IFF)</u> |
|--|--|
| Project Manager - AD | \$145.09 |
| Creative Services – Senior Art Director - AD | \$169.27 |
| Creative Services - Video Production Manager - AD | \$145.09 |
| Creative Services - Creative Production Manager - AD | \$145.09 |
| Creative Services –Digital Director - AD | \$169.27 |
| Creative Services - Web Designer - AD | \$145.09 |
| Social Media Director - AD | \$169.27 |
| Media Director - AD | \$169.27 |
| Social Media Manager - AD | \$145.09 |
| Paid Media Manager - AD | \$145.09 |
| Social Media Specialist - AD | \$120.91 |

SIN: 541820

| <u>Labor Categories</u> | <u>GSA Price (with IFF)</u> |
|--|--|
| Project Manager - PR | \$145.09 |
| Creative Services – Senior Art Director - PR | \$169.27 |
| Creative Services - Video Production Manager - PR | \$145.09 |
| Creative Services - Creative Production Manager - PR | \$145.09 |
| Creative Services –Digital Director - PR | \$169.27 |
| Creative Services - Web Designer - PR | \$145.09 |
| Social Media Director - PR | \$169.27 |
| Media Director - PR | \$169.27 |
| Social Media Manager - PR | \$145.09 |
| Paid Media Manager - PR | \$145.09 |
| Social Media Specialist - PR | \$120.91 |

SIN: 541910

| <u>Labor Categories</u> | <u>GSA Price (with IFB)</u> |
|--|--|
| Project Manager - MRA | \$145.09 |
| Creative Services – Senior Art Director - MRA | \$169.27 |
| Creative Services - Video Production Manager - MRA | \$145.09 |
| Creative Services - Creative Production Manager - MRA | \$145.09 |
| Creative Services –Digital Director - MRA | \$169.27 |
| Creative Services - Web Designer - MRA | \$145.09 |
| Social Media Director - MRA | \$169.27 |
| Media Director - MRA | \$169.27 |
| Social Media Manager - MRA | \$145.09 |
| Paid Media Manager - MRA | \$145.09 |
| Social Media Specialist - MRA | \$120.91 |

SIN: 54151S

| <u>Labor Categories</u> | <u>GSA Price (with IFB)</u> |
|--------------------------------|--|
| Analytics Manager | \$169.27 |
| Application Developer | \$109.85 |
| Business Analyst | \$145.09 |
| Business Analyst, Lead | \$188.61 |
| Content Strategist | \$145.09 |
| Database Administrator | \$129.23 |
| Program Manager | \$169.27 |
| Project Manager | \$145.09 |
| Subject Matter Expert | \$169.27 |
| Subject Matter Expert II | \$217.63 |
| User Experience | \$169.27 |
| UX Research Director | \$193.45 |
| Web Designer I | \$110.61 |
| Web Designer III | \$145.09 |
| Web Developer I | \$121.39 |
| Web Developer II | \$149.92 |
| Web Developer III | \$169.27 |

LABOR CATEGORY DESCRIPTIONS

| Labor Category | Labor Category Description | Minimum Education | High School Equivalent and/or Required Certifications or Licenses | Minimum Years of Experience |
|---|---|-------------------|---|-----------------------------|
| Account Services Project Assistant | Provides support and coordination of campaign components as directed by senior staff. Supports the development of project deliverables including editing, document production, research, task coordination, data and file management, and action tracking. | Bachelors | Bachelor's in marketing, advertising, communication or other relevant field. | 0 |
| Creative Services – Senior Copywriter | Provides translation of creative concepts into the written and spoken word, including the development of scripts, backgrounds, white papers, media kit components, news releases, feature stories, brochures and other collateral materials. | Bachelors | Writing advertising copy and scripts; and a bachelor's degree. | 10 |
| Creative Services – Senior Graphic Designer | Develops creative materials, which may include television, radio, print, digital advertising and product packaging. Develops graphics at a higher complexity level and design philosophy using a variety of graphic software. Produces accurate detailed computer images from sketches. | Bachelors | None | 5 |
| Creative Services – Web Developer | Designs, builds and manages websites and web-based creative design. Develops installation programs for websites. Delivers search engine optimization techniques and analytics. | Bachelors | None | 3 |
| Subject Matter Expert | Provides subject matter expertise to strategic and corporate leadership and provides key insight to accomplish campaign goals. | Bachelors | Experience in the primary subject matter area of the campaign; and a bachelor's degree in marketing, advertising, or communication. | 10 |
| Project Manager - V/F | Provides Video/Film Production Services. Responsible for the planning and delivery of projects. The projects encompass all disciplines including requirements analysis and definition, logical and physical design, construction, testing, and deployment. Develop project plans and prioritize all deliverables and resources working across project(s) based on scope of work and project goals. Monitor day to day progress on projects and provide client with weekly status updates. | Associates | None | 3 |

| | | | | |
|---|---|-----------|------|----|
| Creative Services – Senior Art Director - V/F | Provides Video/Film Production Services. Reports to Creative Director and works alongside the Account/Client Services, Creative and Technology teams. Responsible for graphic and production design for marketing communications, all print materials, electronic information and advertising and online products. Directs the creation of visual designs that address business, brand, market, and user requirements, including the design and production of screen layouts, color palettes, typography, and user interface elements. Ensures all marketing materials is cohesive and reflects a high level of aesthetics. Oversees the project design from planning through execution. Presents work to senior level internal stakeholders and client | Bachelors | None | 10 |
| Creative Services - Video Production Manager - V/F | Provides Video/Film Production Services. Provides video production services, camera operation, graphics and post production work as directed by the Creative Director. Adjust lighting, edit footage and incorporate music into final videos for digital TV commercials and social and digital ads. Has working fluency of computer design software and hardware and strives to stay current in level of knowledge and abilities. | Bachelors | None | 6 |
| Creative Services - Creative Production Manager - V/F | Provides Video/Film Production Services. Schedules, tracks and manages design and production teams in the development of multimedia materials including videos, brochures, advertisements, and other print and digital communications, marketing and/or public education initiatives. Secures and negotiates with production vendors. Manages on time deliverables, estimates projects and assign work to Creative team. | Bachelors | None | 6 |
| Creative Services – Digital Director - V/F | Provides Video/Film Production Services. Direct digital team through the development and execution of sound, relevant marketing and digital advertising programs, from opportunity analysis, strategic development, creative concepting, fulfillment and post-campaign analysis. Collaborate with Creative Director(s) to ensure all creative deliverables meet client business objectives. Collaborate with Media Director(s) to ensure all digital media plans and purchases meet client business objectives. Direct senior team members in the management of day-to-day account and client requirements, as needed. Anticipate future opportunities and approach client objectives and challenges with strategic vision. | Bachelors | None | 10 |

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|--|---|------------|------|----|
| Creative Services - Web Designer - V/F | Provides Video/Film Production Services. Performs website design and creation. Plans, designs, develops, tests, edits, maintains, and documents look and flow of websites. Interviews clients to help them clarify their goals for establishing a website. Designs or supervises design of digitized images, banners, bullets, charts, image maps and other graphics to enhance appearance of site. Requires knowledge of programming techniques and computer internet systems. Performs a variety of tasks. Works under general supervision; Reports to a project leader or manager. A certain degree of creativity and latitude is required. Familiar with standard concepts, practices, and procedures within a particular field. May lead or direct others. | Bachelors | None | 6 |
| Social Media Director - V/F | Provides Video/Film Production Services. Responsible for developing and overseeing the execution of digital media strategy on social media platforms. Works with client and account teams to develop objectives and strategies for paid and organic social campaigns. Creates and implements a plan to meet media objectives within an established budget. Tracks, analyzes and interprets results of advertising expenditures. | Associates | None | 9 |
| Media Director - V/F | Provides Video/Film Production Services. Responsible for developing and overseeing the execution of strategic media and digital initiatives, including developing and managing viral marketing campaigns, creating and supervising high-profile channel accounts, and integrating interactive media into the overall business strategy and the development of social media outlets. Responsible for the Planning and Management of Media advertising campaigns with a focus on reach, engagement and Return-on-Investment (ROI). | Bachelors | None | 10 |
| Social Media Manager - V/F | Provides Video/Film Production Services. Develop, write, manage, post, and respond on social media platforms on behalf of, and in coordination with, client organic and paid social campaigns. | Bachelors | None | 3 |
| Paid Media Manager - V/F | Provides Video/Film Production Services. Use and train on web-based marketing platforms; coordinate campaigns. Work with Media Director to plan, purchase, and measure paid media activities. Implements a plan to meet media objectives within an established budget. Tracks, analyzes and interprets results of advertising expenditures. | Bachelors | None | 3 |
| Social Media Specialist - V/F | Provides Video/Film Production Services. Manages various social media and online Websites to include postings to Facebook and Twitter accounts. Professionally documents and highlights information to support Ceremonies, such as individual personnel awards, special holiday recognitions, promotions, and Changes of Command. Provides accurate, professional information on organizational events and activities, to include photos, fact sheets, communications, and promotion of organizational mission and vision. | Bachelors | None | 3 |

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|--|---|------------|------|----|
| Project Manager - GD | Provides Graphic Design Services. Responsible for the planning and delivery of projects. The projects encompass all disciplines including requirements analysis and definition, logical and physical design, construction, testing, and deployment. Develop project plans and prioritize all deliverables and resources working across project(s) based on scope of work and project goals. Monitor day to day progress on projects and provide client with weekly status updates. | Associates | None | 3 |
| Creative Services – Senior Art Director - GD | Provides Graphic Design Services. Reports to Creative Director and works alongside the Account/Client Services, Creative and Technology teams. Responsible for graphic and production design for marketing communications, all print materials, electronic information and advertising and online products. Directs the creation of visual designs that address business, brand, market, and user requirements, including the design and production of screen layouts, color palettes, typography, and user interface elements. Ensures all marketing materials is cohesive and reflects a high level of aesthetics. Oversees the project design from planning through execution. Presents work to senior level internal stakeholders and client. | Bachelors | None | 10 |
| Creative Services - Video Production Manager - GD | Provides Graphic Design Services. Provides video production services, camera operation, graphics and post production work as directed by the Creative Director. Adjust lighting, edit footage and incorporate music into final videos for digital TV commercials and social and digital ads. Has working fluency of computer design software and hardware and strives to stay current in level of knowledge and abilities. | Bachelors | None | 6 |
| Creative Services - Creative Production Manager - GD | Provides Graphic Design Services. Schedules, tracks and manages design and production teams in the development of multimedia materials including videos, brochures, advertisements, and other print and digital communications, marketing and/or public education initiatives. Secures and negotiates with production vendors. Manages on time deliverables, estimates projects and assign work to Creative team. | Bachelors | None | 6 |
| Creative Services – Digital Director - GD | Provides Graphic Design Services. Direct digital team through the development and execution of sound, relevant marketing and digital advertising programs, from opportunity analysis, strategic development, creative concepting, fulfillment and post-campaign analysis. Collaborate with Creative Director(s) to ensure all creative deliverables meet client business objectives. Collaborate with Media Director(s) to ensure all digital media plans and purchases meet client business objectives. Direct senior team members in the management of day-to-day account and client requirements, as needed. Anticipate future opportunities and approach client objectives and challenges with strategic vision. | Bachelors | None | 10 |

| | | | | |
|---------------------------------------|--|------------|------|----|
| Creative Services - Web Designer - GD | Provides Graphic Design Services. Performs website design and creation. Plans, designs, develops, tests, edits, maintains, and documents look and flow of websites. Interviews clients to help them clarify their goals for establishing a website. Designs or supervises design of digitized images, banners, bullets, charts, image maps and other graphics to enhance appearance of site. Requires knowledge of programming techniques and computer internet systems. Performs a variety of tasks. Works under general supervision; Reports to a project leader or manager. A certain degree of creativity and latitude is required. Familiar with standard concepts, practices, and procedures within a particular field. May lead or direct others. | Bachelors | None | 6 |
| Social Media Director - GD | Provides Graphic Design Services. Responsible for developing and overseeing the execution of digital media strategy on social media platforms. Works with client and account teams to develop objectives and strategies for paid and organic social campaigns. Creates and implements a plan to meet media objectives within an established budget. Tracks, analyzes and interprets results of advertising expenditures. | Associates | None | 9 |
| Media Director - GD | Provides Graphic Design Services. Responsible for developing and overseeing the execution of strategic media and digital initiatives, including developing and managing viral marketing campaigns, creating and supervising high-profile channel accounts, and integrating interactive media into the overall business strategy and the development of social media outlets. Responsible for the Planning and Management of Media advertising campaigns with a focus on reach, engagement and Return-on-Investment (ROI). | Bachelors | None | 10 |
| Social Media Manager - GD | Provides Graphic Design Services. Develop, write, manage, post, and respond on social media platforms on behalf of, and in coordination with, client organic and paid social campaigns. | Bachelors | None | 3 |
| Paid Media Manager - GD | Provides Graphic Design Services. Use and train on web-based marketing platforms; coordinate campaigns. Work with Media Director to plan, purchase, and measure paid media activities. Implements a plan to meet media objectives within an established budget. Tracks, analyzes and interprets results of advertising expenditures. | Bachelors | None | 3 |
| Social Media Specialist - GD | Provides Graphic Design Services. Manages various social media and online Websites to include postings to Facebook and Twitter accounts. Professionally documents and highlights information to support Ceremonies, such as individual personnel awards, special holiday recognitions, promotions, and Changes of Command. Provides accurate, professional information on organizational events and activities, to include photos, fact sheets, communications, and promotion of organizational mission and vision. | Bachelors | None | 3 |

| | | | | |
|---|--|------------|------|----|
| Project Manager - WBM | Provides Web Based Marketing Services. Responsible for the planning and delivery of projects. The projects encompass all disciplines including requirements analysis and definition, logical and physical design, construction, testing, and deployment. Develop project plans and prioritize all deliverables and resources working across project(s) based on scope of work and project goals. Monitor day to day progress on projects and provide client with weekly status updates. | Associates | None | 3 |
| Creative Services – Senior Art Director - WBM | Provides Web Based Marketing Services. Reports to Creative Director and works alongside the Account/Client Services, Creative and Technology teams. Responsible for graphic and production design for marketing communications, all print materials, electronic information and advertising and online products. Directs the creation of visual designs that address business, brand, market, and user requirements, including the design and production of screen layouts, color palettes, typography, and user interface elements. Ensures all marketing materials is cohesive and reflects a high level of aesthetics. Oversees the project design from planning through execution. Presents work to senior level internal stakeholders and client. | Bachelors | None | 10 |
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| | | | | |
|--|---|------------|------|----|
| Creative Services – Digital Director - WBM | Provides Web Based Marketing Services. Direct digital team through the development and execution of sound, relevant marketing and digital advertising programs, from opportunity analysis, strategic development, creative conceiving, fulfillment and post-campaign analysis. Collaborate with Creative Director(s) to ensure all creative deliverables meet client business objectives. Collaborate with Media Director(s) to ensure all digital media plans and purchases meet client business objectives. Direct senior team members in the management of day-to-day account and client requirements, as needed. Anticipate future opportunities and approach client objectives and challenges with strategic vision. | Bachelors | None | 10 |
| Creative Services - Web Designer - WBM | Provides Web Based Marketing Services. Performs website design and creation. Plans, designs, develops, tests, edits, maintains, and documents look and flow of websites. Interviews clients to help them clarify their goals for establishing a website. Designs or supervises design of digitized images, banners, bullets, charts, image maps and other graphics to enhance appearance of site. Requires knowledge of programming techniques and computer internet systems. Performs a variety of tasks. Works under general supervision; Reports to a project leader or manager. A certain degree of creativity and latitude is required. Familiar with standard concepts, practices, and procedures within a particular field. May lead or direct others. | Bachelors | None | 6 |
| Social Media Director - WBM | Provides Web Based Marketing Services. Responsible for developing and overseeing the execution of digital media strategy on social media platforms. Works with client and account teams to develop objectives and strategies for paid and organic social campaigns. Creates and implements a plan to meet media objectives within an established budget. Tracks, analyzes and interprets results of advertising expenditures. | Associates | None | 9 |
| Media Director - WBM | Provides Web Based Marketing Services. Responsible for developing and overseeing the execution of strategic media and digital initiatives, including developing and managing viral marketing campaigns, creating and supervising high-profile channel accounts, and integrating interactive media into the overall business strategy and the development of social media outlets. Responsible for the Planning and Management of Media advertising campaigns with a focus on reach, engagement and Return-on-Investment (ROI). | Bachelors | None | 10 |
| Social Media Manager - WBM | Provides Web Based Marketing Services. Develop, write, manage, post, and respond on social media platforms on behalf of, and in coordination with, client organic and paid social campaigns. | Bachelors | None | 3 |

| | | | | |
|---|---|------------|------|----|
| Paid Media Manager - WBM | Provides Web Based Marketing Services. Use and train on web-based marketing platforms; coordinate campaigns. Work with Media Director to plan, purchase, and measure paid media activities. Implements a plan to meet media objectives within an established budget. Tracks, analyzes and interprets results of advertising expenditures. | Bachelors | None | 3 |
| Social Media Specialist - WBM | Provides Web Based Marketing Services. Manages various social media and online Websites to include postings to Facebook and Twitter accounts. Professionally documents and highlights information to support Ceremonies, such as individual personnel awards, special holiday recognitions, promotions, and Changes of Command. Provides accurate, professional information on organizational events and activities, to include photos, fact sheets, communications, and promotion of organizational mission and vision. | Bachelors | None | 3 |
| Project Manager - MC | Provides Marketing Consulting Services. Responsible for the planning and delivery of projects. The projects encompass all disciplines including requirements analysis and definition, logical and physical design, construction, testing, and deployment. Develop project plans and prioritize all deliverables and resources working across project(s) based on scope of work and project goals. Monitor day to day progress on projects and provide client with weekly status updates. | Associates | None | 3 |
| Creative Services – Senior Art Director - MC | Provides Marketing Consulting Services. Reports to Creative Director and works alongside the Account/Client Services, Creative and Technology teams. Responsible for graphic and production design for marketing communications, all print materials, electronic information and advertising and online products. Directs the creation of visual designs that address business, brand, market, and user requirements, including the design and production of screen layouts, color palettes, typography, and user interface elements. Ensures all marketing materials is cohesive and reflects a high level of aesthetics. Oversees the project design from planning through execution. Presents work to senior level internal stakeholders and client. | Bachelors | None | 10 |
| Creative Services - Video Production Manager - MC | Provides Marketing Consulting Services. Provides video production services, camera operation, graphics and post production work as directed by the Creative Director. Adjust lighting, edit footage and incorporate music into final videos for digital TV commercials and social and digital ads. Has working fluency of computer design software and hardware and strives to stay current in level of knowledge and abilities. | Bachelors | None | 6 |

| | | | | |
|--|--|------------|------|----|
| Creative Services - Creative Production Manager - MC | Provides Marketing Consulting Services. Schedules, tracks and manages design and production teams in the development of multimedia materials including videos, brochures, advertisements, and other print and digital communications, marketing and/or public education initiatives. Secures and negotiates with production vendors. Manages on time deliverables, estimates projects and assign work to Creative team. | Bachelors | None | 6 |
| Creative Services – Digital Director - MC | Provides Marketing Consulting Services. Direct digital team through the development and execution of sound, relevant marketing and digital advertising programs, from opportunity analysis, strategic development, creative concepting, fulfillment and post-campaign analysis. Collaborate with Creative Director(s) to ensure all creative deliverables meet client business objectives. Collaborate with Media Director(s) to ensure all digital media plans and purchases meet client business objectives. Direct senior team members in the management of day-to-day account and client requirements, as needed. Anticipate future opportunities and approach client objectives and challenges with strategic vision. | Bachelors | None | 10 |
| Creative Services - Web Designer - MC | Provides Marketing Consulting Services. Performs website design and creation. Plans, designs, develops, tests, edits, maintains, and documents look and flow of websites. Interviews clients to help them clarify their goals for establishing a website. Designs or supervises design of digitized images, banners, bullets, charts, image maps and other graphics to enhance appearance of site. Requires knowledge of programming techniques and computer internet systems. Performs a variety of tasks. Works under general supervision; Reports to a project leader or manager. A certain degree of creativity and latitude is required. Familiar with standard concepts, practices, and procedures within a particular field. May lead or direct others. | Bachelors | None | 6 |
| Social Media Director - MC | Provides Marketing Consulting Services. Responsible for developing and overseeing the execution of digital media strategy on social media platforms. Works with client and account teams to develop objectives and strategies for paid and organic social campaigns. Creates and implements a plan to meet media objectives within an established budget. Tracks, analyzes and interprets results of advertising expenditures. | Associates | None | 9 |

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| Media Director - MC | Provides Marketing Consulting Services. Responsible for developing and overseeing the execution of strategic media and digital initiatives, including developing and managing viral marketing campaigns, creating and supervising high-profile channel accounts, and integrating interactive media into the overall business strategy and the development of social media outlets. Responsible for the Planning and Management of Media advertising campaigns with a focus on reach, engagement and Return-on-Investment (ROI). | Bachelors | None | 10 |
| Social Media Manager - MC | Provides Marketing Consulting Services. Develop, write, manage, post, and respond on social media platforms on behalf of, and in coordination with, client organic and paid social campaigns. | Bachelors | None | 3 |
| Paid Media Manager - MC | Provides Marketing Consulting Services. Use and train on web-based marketing platforms; coordinate campaigns. Work with Media Director to plan, purchase, and measure paid media activities. Implements a plan to meet media objectives within an established budget. Tracks, analyzes and interprets results of advertising expenditures. | Bachelors | None | 3 |
| Social Media Specialist - MC | Provides Marketing Consulting Services. Manages various social media and online Websites to include postings to Facebook and Twitter accounts. Professionally documents and highlights information to support Ceremonies, such as individual personnel awards, special holiday recognitions, promotions, and Changes of Command. Provides accurate, professional information on organizational events and activities, to include photos, fact sheets, communications, and promotion of organizational mission and vision. | Bachelors | None | 3 |
| Project Manager - AD | Provides Advertising Services. Responsible for the planning and delivery of projects. The projects encompass all disciplines including requirements analysis and definition, logical and physical design, construction, testing, and deployment. Develop project plans and prioritize all deliverables and resources working across project(s) based on scope of work and project goals. Monitor day to day progress on projects and provide client with weekly status updates. | Associates | None | 3 |

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| Creative Services – Senior Art Director - AD | Provides Advertising Services. Reports to Creative Director and works alongside the Account/Client Services, Creative and Technology teams. Responsible for graphic and production design for marketing communications, all print materials, electronic information and advertising and online products. Directs the creation of visual designs that address business, brand, market, and user requirements, including the design and production of screen layouts, color palettes, typography, and user interface elements. Ensures all marketing materials is cohesive and reflects a high level of aesthetics. Oversees the project design from planning through execution. Presents work to senior level internal stakeholders and client. | Bachelors | None | 10 |
| Creative Services - Video Production Manager - AD | Provides Advertising Services. Provides video production services, camera operation, graphics and post production work as directed by the Creative Director. Adjust lighting, edit footage and incorporate music into final videos for digital TV commercials and social and digital ads. Has working fluency of computer design software and hardware and strives to stay current in level of knowledge and abilities. | Bachelors | None | 6 |
| Creative Services - Creative Production Manager - AD | Provides Advertising Services. Schedules, tracks and manages design and production teams in the development of multimedia materials including videos, brochures, advertisements, and other print and digital communications, marketing and/or public education initiatives. Secures and negotiates with production vendors. Manages on time deliverables, estimates projects and assign work to Creative team. | Bachelors | None | 6 |
| Creative Services – Digital Director - AD | Provides Advertising Services. Direct digital team through the development and execution of sound, relevant marketing and digital advertising programs, from opportunity analysis, strategic development, creative concepting, fulfillment and post-campaign analysis. Collaborate with Creative Director(s) to ensure all creative deliverables meet client business objectives. Collaborate with Media Director(s) to ensure all digital media plans and purchases meet client business objectives. Direct senior team members in the management of day-to-day account and client requirements, as needed. Anticipate future opportunities and approach client objectives and challenges with strategic vision. | Bachelors | None | 10 |

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| Creative Services - Web Designer - AD | Provides Advertising Services. Performs website design and creation. Plans, designs, develops, tests, edits, maintains, and documents look and flow of websites. Interviews clients to help them clarify their goals for establishing a website. Designs or supervises design of digitized images, banners, bullets, charts, image maps and other graphics to enhance appearance of site. Requires knowledge of programming techniques and computer internet systems. Performs a variety of tasks. Works under general supervision; Reports to a project leader or manager. A certain degree of creativity and latitude is required. Familiar with standard concepts, practices, and procedures within a particular field. May lead or direct others. | Bachelors | None | 6 |
| Social Media Director - AD | Provides Advertising Services. Responsible for developing and overseeing the execution of digital media strategy on social media platforms. Works with client and account teams to develop objectives and strategies for paid and organic social campaigns. Creates and implements a plan to meet media objectives within an established budget. Tracks, analyzes and interprets results of advertising expenditures. | Associates | None | 9 |
| Media Director - AD | Provides Advertising Services. Responsible for developing and overseeing the execution of strategic media and digital initiatives, including developing and managing viral marketing campaigns, creating and supervising high-profile channel accounts, and integrating interactive media into the overall business strategy and the development of social media outlets. Responsible for the Planning and Management of Media advertising campaigns with a focus on reach, engagement and Return-on-Investment (ROI). | Bachelors | None | 10 |
| Social Media Manager - AD | Provides Advertising Services. Develop, write, manage, post, and respond on social media platforms on behalf of, and in coordination with, client organic and paid social campaigns. | Bachelors | None | 3 |
| Paid Media Manager - AD | Provides Advertising Services. Use and train on web-based marketing platforms; coordinate campaigns. Work with Media Director to plan, purchase, and measure paid media activities. Implements a plan to meet media objectives within an established budget. Tracks, analyzes and interprets results of advertising expenditures. | Bachelors | None | 3 |
| Social Media Specialist - AD | Provides Advertising Services. Manages various social media and online Websites to include postings to Facebook and Twitter accounts. Professionally documents and highlights information to support Ceremonies, such as individual personnel awards, special holiday recognitions, promotions, and Changes of Command. Provides accurate, professional information on organizational events and activities, to include photos, fact sheets, communications, and promotion of organizational mission and vision. | Bachelors | None | 3 |

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| Project Manager - PR | Provides Public Relations Services. Responsible for the planning and delivery of projects. The projects encompass all disciplines including requirements analysis and definition, logical and physical design, construction, testing, and deployment. Develop project plans and prioritize all deliverables and resources working across project(s) based on scope of work and project goals. Monitor day to day progress on projects and provide client with weekly status updates. | Associates | None | 3 |
| Creative Services – Senior Art Director - PR | Provides Public Relations Services. Reports to Creative Director and works alongside the Account/Client Services, Creative and Technology teams. Responsible for graphic and production design for marketing communications, all print materials, electronic information and advertising and online products. Directs the creation of visual designs that address business, brand, market, and user requirements, including the design and production of screen layouts, color palettes, typography, and user interface elements. Ensures all marketing materials is cohesive and reflects a high level of aesthetics. Oversees the project design from planning through execution. Presents work to senior level internal stakeholders and client. | Bachelors | None | 10 |
| Creative Services - Video Production Manager - PR | Provides Public Relations Services. Provides video production services, camera operation, graphics and post production work as directed by the Creative Director. Adjust lighting, edit footage and incorporate music into final videos for digital TV commercials and social and digital ads. Has working fluency of computer design software and hardware and strives to stay current in level of knowledge and abilities. | Bachelors | None | 6 |
| Creative Services - Creative Production Manager - PR | Provides Public Relations Services. Schedules, tracks and manages design and production teams in the development of multimedia materials including videos, brochures, advertisements, and other print and digital communications, marketing and/or public education initiatives. Secures and negotiates with production vendors. Manages on time deliverables, estimates projects and assign work to Creative team. | Bachelors | None | 6 |
| Creative Services – Digital Director - PR | Provides Public Relations Services. Direct digital team through the development and execution of sound, relevant marketing and digital advertising programs, from opportunity analysis, strategic development, creative concepting, fulfillment and post-campaign analysis. Collaborate with Creative Director(s) to ensure all creative deliverables meet client business objectives. Collaborate with Media Director(s) to ensure all digital media plans and purchases meet client business objectives. Direct senior team members in the management of day-to-day account and client requirements, as needed. Anticipate future opportunities and approach client objectives and challenges with strategic vision. | Bachelors | None | 10 |

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|---------------------------------------|--|------------|------|----|
| Creative Services - Web Designer - PR | Provides Public Relations Services. Performs website design and creation. Plans, designs, develops, tests, edits, maintains, and documents look and flow of websites. Interviews clients to help them clarify their goals for establishing a website. Designs or supervises design of digitized images, banners, bullets, charts, image maps and other graphics to enhance appearance of site. Requires knowledge of programming techniques and computer internet systems. Performs a variety of tasks. Works under general supervision; Reports to a project leader or manager. A certain degree of creativity and latitude is required. Familiar with standard concepts, practices, and procedures within a particular field. May lead or direct others. | Bachelors | None | 6 |
| Social Media Director - PR | Provides Public Relations Services. Responsible for developing and overseeing the execution of digital media strategy on social media platforms. Works with client and account teams to develop objectives and strategies for paid and organic social campaigns. Creates and implements a plan to meet media objectives within an established budget. Tracks, analyzes and interprets results of advertising expenditures. | Associates | None | 9 |
| Media Director - PR | Provides Public Relations Services. Responsible for developing and overseeing the execution of strategic media and digital initiatives, including developing and managing viral marketing campaigns, creating and supervising high-profile channel accounts, and integrating interactive media into the overall business strategy and the development of social media outlets. Responsible for the Planning and Management of Media advertising campaigns with a focus on reach, engagement and Return-on-Investment (ROI). | Bachelors | None | 10 |
| Social Media Manager - PR | Provides Public Relations Services. Develop, write, manage, post, and respond on social media platforms on behalf of, and in coordination with, client organic and paid social campaigns. | Bachelors | None | 3 |
| Paid Media Manager - PR | Provides Public Relations Services. Use and train on web-based marketing platforms; coordinate campaigns. Work with Media Director to plan, purchase, and measure paid media activities. Implements a plan to meet media objectives within an established budget. Tracks, analyzes and interprets results of advertising expenditures. | Bachelors | None | 3 |
| Social Media Specialist - PR | Provides Public Relations Services. Manages various social media and online Websites to include postings to Facebook and Twitter accounts. Professionally documents and highlights information to support Ceremonies, such as individual personnel awards, special holiday recognitions, promotions, and Changes of Command. Provides accurate, professional information on organizational events and activities, to include photos, fact sheets, communications, and promotion of organizational mission and vision. | Bachelors | None | 3 |

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| Project Manager - MRA | Provides Marketing Research and Analysis Services. Responsible for the planning and delivery of projects. The projects encompass all disciplines including requirements analysis and definition, logical and physical design, construction, testing, and deployment. Develop project plans and prioritize all deliverables and resources working across project(s) based on scope of work and project goals. Monitor day to day progress on projects and provide client with weekly status updates. | Associates | None | 3 |
| Creative Services – Senior Art Director - MRA | Provides Marketing Research and Analysis Services. Reports to Creative Director and works alongside the Account/Client Services, Creative and Technology teams. Responsible for graphic and production design for marketing communications, all print materials, electronic information and advertising and online products. Directs the creation of visual designs that address business, brand, market, and user requirements, including the design and production of screen layouts, color palettes, typography, and user interface elements. Ensures all marketing materials is cohesive and reflects a high level of aesthetics. Oversees the project design from planning through execution. Presents work to senior level internal stakeholders and client. | Bachelors | None | 10 |
| Creative Services - Video Production Manager - MRA | Provides Marketing Research and Analysis Services. Provides video production services, camera operation, graphics and post production work as directed by the Creative Director. Adjust lighting, edit footage and incorporate music into final videos for digital TV commercials and social and digital ads. Has working fluency of computer design software and hardware and strives to stay current in level of knowledge and abilities. | Bachelors | None | 6 |
| Creative Services - Creative Production Manager - MRA | Provides Marketing Research and Analysis Services. Schedules, tracks and manages design and production teams in the development of multimedia materials including videos, brochures, advertisements, and other print and digital communications, marketing and/or public education initiatives. Secures and negotiates with production vendors. Manages on time deliverables, estimates projects and assign work to Creative team. | Bachelors | None | 6 |

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| Creative Services – Digital Director - MRA | Provides Marketing Research and Analysis Services. Direct digital team through the development and execution of sound, relevant marketing and digital advertising programs, from opportunity analysis, strategic development, creative conceiving, fulfillment and post-campaign analysis. Collaborate with Creative Director(s) to ensure all creative deliverables meet client business objectives. Collaborate with Media Director(s) to ensure all digital media plans and purchases meet client business objectives. Direct senior team members in the management of day-to-day account and client requirements, as needed. Anticipate future opportunities and approach client objectives and challenges with strategic vision. | Bachelors | None | 10 |
| Creative Services - Web Designer - MRA | Provides Marketing Research and Analysis Services. Performs website design and creation. Plans, designs, develops, tests, edits, maintains, and documents look and flow of websites. Interviews clients to help them clarify their goals for establishing a website. Designs or supervises design of digitized images, banners, bullets, charts, image maps and other graphics to enhance appearance of site. Requires knowledge of programming techniques and computer internet systems. Performs a variety of tasks. Works under general supervision; Reports to a project leader or manager. A certain degree of creativity and latitude is required. Familiar with standard concepts, practices, and procedures within a particular field. May lead or direct others. | Bachelors | None | 6 |
| Social Media Director - MRA | Provides Marketing Research and Analysis Services. Responsible for developing and overseeing the execution of digital media strategy on social media platforms. Works with client and account teams to develop objectives and strategies for paid and organic social campaigns. Creates and implements a plan to meet media objectives within an established budget. Tracks, analyzes and interprets results of advertising expenditures. | Associates | None | 9 |
| Media Director - MRA | Provides Marketing Research and Analysis Services. Responsible for developing and overseeing the execution of strategic media and digital initiatives, including developing and managing viral marketing campaigns, creating and supervising high-profile channel accounts, and integrating interactive media into the overall business strategy and the development of social media outlets. Responsible for the Planning and Management of Media advertising campaigns with a focus on reach, engagement and Return-on-Investment (ROI). | Bachelors | None | 10 |
| Social Media Manager - MRA | Provides Marketing Research and Analysis Services. Develop, write, manage, post, and respond on social media platforms on behalf of, and in coordination with, client organic and paid social campaigns. | Bachelors | None | 3 |

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| Paid Media Manager - MRA | Provides Marketing Research and Analysis Services. Use and train on web-based marketing platforms; coordinate campaigns. Work with Media Director to plan, purchase, and measure paid media activities. Implements a plan to meet media objectives within an established budget. Tracks, analyzes and interprets results of advertising expenditures. | Bachelors | None | 3 |
| Social Media Specialist - MRA | Provides Marketing Research and Analysis Services. Manages various social media and online Websites to include postings to Facebook and Twitter accounts. Professionally documents and highlights information to support Ceremonies, such as individual personnel awards, special holiday recognitions, promotions, and Changes of Command. Provides accurate, professional information on organizational events and activities, to include photos, fact sheets, communications, and promotion of organizational mission and vision. | Bachelors | None | 3 |
| Account Services Principal | Provides strategic and corporate leadership and serves as key decision-maker for campaigns and related contract management. Ensures adherence to master plans and schedules and develops solutions to program problems. Relies on extensive experience and judgment to plan and accomplish goals. | Bachelors | Strategic planning and management of comprehensive, national advertising campaigns; and a bachelor's degree in marketing, advertising, or communication. | 15 |
| Account Services Director | Provides strategic leadership and serves as director of overall contract management, including overseeing team and budgets. Works with clients to clarify the ideas and the themes needed for successful completion of the project. | Bachelors | Strategic planning and management of comprehensive, targeted and culturally sensitive advertising campaigns; and a bachelor's degree in marketing, advertising, or communication. | 10 |
| Account Services Manager | Provides oversight and management of assigned campaigns, including overseeing junior staff and budgets. Research client needs and issues, develop marketing communications strategic plans, and manage staff working on project. | Bachelors | The management of comprehensive advertising campaigns; and a bachelor's degree in marketing, advertising, communication or other relevant field. | 4 |
| Account Services Specialist | Provides support and coordination of campaign components as directed by senior staff. Maintains contact with clients and manage all aspects of accounts. | Bachelors | Bachelor's in marketing, advertising, communication or other relevant field. | 1 |

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| Creative Services – Creative Director | Provides overall vision and direction needed to bring the strategic marketing plan and creative brief to life through the development and production of creative materials, including television, radio, print, digital advertising and product packaging, that resonate with audiences. | Bachelors | Developing and executing creative direction, including promotions and packaging, across platforms for targeted and culturally sensitive advertising campaigns; and a bachelor's degree in the creative arts. | 10 |
| Creative Services – Art Director | Implements creative direction and develops creative materials, including television, radio, print, digital advertising and product packaging, that resonate with audiences. Works with clients to clarify the ideas and the themes needed for successful completion of the project. | Bachelors | Developing and executing creative direction for advertising campaigns; and a bachelor's degree. | 10 |
| Creative Services – Copywriter | Provides translation of creative concepts into the written and spoken word, including the development of scripts, backgrounds, white papers, media kit components, news releases, feature stories, brochures and other collateral materials. | Bachelors | None | 5 |
| Creative Services – Graphic Designer | Develops creative materials, which may include television, radio, print, digital advertising and product packaging. Designs and creates graphics in support of client's needs for displays, packing, logos, advertising and other multimedia. | Bachelors | None | 2 |
| Media Manager | Work with Media Director to plan, purchase, and measure paid media activities. Works with client and account teams to develop objectives and strategies for media buys and determine mix of advertising types used for campaigns. Creates and implements a plan to meet media objectives within an established budget. Tracks, analyzes and interprets results of advertising expenditures. | Bachelors | Supporting media planning in an advertising environment; and a bachelor's degree. | 3 |
| Media Specialist | Work with Media Director and Manager to plan, purchase, and measure paid media activities. Execute development of recommendations to address strategic needs and issues revealed by the research. | Bachelors | Media planning in an advertising environment; and a bachelor's degree. | 1 |

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| Public Relations Director | Provides strategy and implementation oversight for public and media relations activities in support of advertising campaigns targeted to cross-cultural populations. Works with clients to clarify the ideas and the themes needed for successful completion of the project. | Bachelors | Public relations experience developing and executing targeted and culturally sensitive earned media relations strategy via traditional and online vehicles to help achieve campaign objectives; and a bachelor's degree. | 10 |
| Public Relations Manager | Provides support to the Public Relations Director for the strategy and implementation of public and media relations activities in support of advertising campaigns. Recommends creation of systems, processes and policies for the effective operations of the public relations function within the organization. | Bachelors | Public relations experience developing and executing targeted and culturally sensitive earned media relations strategy via traditional and online vehicles to help achieve campaign objectives; and a bachelor's degree. | 4 |
| Public Relations Specialist | Provides support to the Public Relations Director and Manager for the strategy and implementation of public and media relations activities in support of advertising campaigns. Recommends creation of systems, processes and policies for the effective operations of the public relations function within the organization. | Bachelors | Public relations experience developing and executing targeted and culturally sensitive earned media relations strategy via traditional and online vehicles to help achieve campaign objectives; and a bachelor's degree. | 1 |

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| <p>Planning/Research Director</p> | <p>Provides strategic direction consumer and market research to garner key insights for the development of campaigns and to measure effectiveness in reaching marketing objectives. Provides strategic direction for campaign planning.</p> | <p>Bachelors</p> | <p>Experience in the strategic planning and leading both formative research and outcome evaluation, including both qualitative and quantitative research, for targeted and culturally sensitive campaigns and/or communication programs; and a bachelor's degree.</p> | <p>8</p> |
| <p>Planning/Research Manager</p> | <p>Provides strategic direction consumer and market research to garner key insights for the development of campaigns and to measure effectiveness in reaching marketing objectives. Assists Planning/Research Director to provides strategic direction for campaign planning.</p> | <p>Bachelors</p> | <p>Experience in the strategic planning and leading both formative research and outcome evaluation, including both qualitative and quantitative research, for targeted and culturally sensitive campaigns and/or communication programs; and a bachelor's degree.</p> | <p>5</p> |
| <p>Planning/Research Specialist</p> | <p>Provides strategic direction consumer and market research to garner key insights for the development of campaigns and to measure effectiveness in reaching marketing objectives. Assists Planning/Research Manager to provides strategic direction for campaign planning.</p> | <p>Bachelors</p> | <p>Experience in the strategic planning and leading both formative research and outcome evaluation, including both qualitative and quantitative research, for targeted and culturally sensitive campaigns and/or communication programs; and a bachelor's degree.</p> | <p>1</p> |

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| Analytics Manager | Manages data analysis through data collection, creating reports and dashboards, and recommending improvements based on data insights. Responsible for ensuring data accuracy, optimizing analytics tools, and collaborating with the teams to implement data-driven strategies. | Bachelors | None | 3 |
| Application Developer | Designs, creates, tests, and updates applications for a specific device, operating system, or the web. Role may include troubleshooting, development testing, understanding requirements, prototyping, and providing user support. | Bachelors | None | 3 |
| Business Analyst | Improve and analyze processes and systems. Role may include recommending changes, creating models, establishing initiatives and strategies, and strong communication skills. | Bachelors | None | 3 |
| Business Analyst, Lead | Analyzes and assists in the delivery of computer-related application needs that match required IT project specifications. Participates in the execution of project planning, acquisition, tracking, and management. Role may include recommending changes, creating models, establishing initiatives and strategies, and strong communication skills. | Bachelors | None | 8 |
| Content Strategist | Experience working within content strategy teams, developing content strategy for websites, mobile sites, or other content rich applications. Role includes collaborating with IT team to gather insights for approach and content. | Bachelors | None | 3 |
| Database Administrator | Supports the design, maintenance, and optimization of enterprise database systems under the guidance of senior team members. Assists in conducting database performance tuning, troubleshooting issues, and implementing security measures. Performs routine database administration tasks including backups, user management, and data migration. Collaborates with teams to execute unit testing and system testing, ensuring proper functionality and reliability. | Bachelors | None | 3 |
| Program Manager | Professional who manages the development and implementation of IT program(s). Responsible for ensuring IT projects align with program goals and delivering efficiently and effectively. Role may include quality control, strategy, planning, and managing staff engaged in various technical duties. | Bachelors | None | 5 |
| Project Manager | Plans, manages, and oversees IT projects. Role may include developing project scope, cost estimates, work plans, and schedules. Role may require strong communication skills, monitoring project progress, ensuring quality, and supporting business directives. | Bachelors | None | 3 |
| Subject Matter Expert | Provides high-level expertise in specialized applications and operational environments. Delivers advanced technical analysis, functional systems design, integration, and implementation advice on complex issues. Participates in all phases of IT project development, focusing on planning, analysis, testing, and training. Applies industry knowledge to meet task order requirements and ensure effective implementation. | Masters | None | 5 |

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| Subject Matter Expert II | Provides expert-level leadership and guidance in specialized applications and complex operational environments. Leads advanced technical analysis, high-level systems design, integration, and offers strategic advice on complex issues. Oversees all phases of IT project development, focusing on planning, risk management, testing, and stakeholder training. Applies extensive knowledge to deliver innovative solutions that align with task order requirements and ensure successful project execution. | Masters | None | 10 |
| User Experience | Experience in gathering user requirements, designing graphic elements and building navigation components in an IT related field. Proficient in design software and ability to identify and troubleshoot UX problems. Role may require strong communication skills to collaborate with various stakeholders and proven experience showing clear understanding of the intersection between user needs, technology requirements, and business goals. Proficiency in design tools (e.g., Figma, Adobe XD). | Bachelors | None | 5 |
| UX Research Director | Leads and oversees user experience research to inform product development and strategy. Responsible for planning and executing research initiatives, analyzing user behavior, and integrating insights into design and business solutions. Manages a team of researchers, ensures alignment with business goals, and fosters innovation through data-driven decisions. | Bachelors | None | 8 |
| Web Designer I | Creating and developing website designs, communicating with clients and creative development team and maintains web best practices along with user experience optimization. Role may require working knowledge of design software, e.g. Photoshop and website platforms. | Bachelors | None | 2 |
| Web Designer III | Creating and developing website designs, communicating with client and creative development team and maintains web best practices along with user experience optimization. Role may require working knowledge of design software, e.g. Photoshop and website platforms. | Bachelors | None | 5 |
| Web Developer I | Develops applications and writes code using open-source or Microsoft-based web technologies. Works with content management systems (CMS) like Drupal and WordPress under minimal supervision from senior developers. Assists with basic web and cloud-based development tasks, including front-end and back-end coding. Participates in the testing process through test review and analysis to ensure code quality. | Bachelors | None | 2 |

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| Web Developer II | Responsible for building and maintaining web and cloud-based applications, utilizing open-source or Microsoft-based technologies. Works independently within content management systems such as Drupal, WordPress, and cloud platforms like AWS or cloud fusion. Collaborates with cross-functional teams to ensure project alignment and actively participates in all phases of the development lifecycle, including testing, debugging, and deployment. Provides technical support and guidance to junior developers, ensuring adherence to best practices. | Bachelors | None | 3 |
| Web Developer III | Leads the development team, overseeing the design, development, and maintenance of web and cloud-based applications. Responsible for building roadmaps, advanced testing strategies, and solution architecture in an Agile environment. Utilizes cloud platforms like AWS and cloud fusion to architect scalable and secure solutions. Works extensively with CMS platforms such as Drupal and WordPress, while also leveraging general application development skills. Provides mentorship to junior developers, conducts code reviews, and leads cross-functional teams to deliver high-quality cloud and web solutions. Contributes to strategic planning and continuous improvement initiatives for long-term project success. | Bachelors | None | 5 |

Substitutions

Creative Marketing Resources, Inc. reserves the right to make the following substitutions in the education and/or experience requirements of any of the service skill categories set forth herein. In any case where a Bachelor's Degree is specified, 4 years of experience or an Associate's Degree and 2 years of experience may be substituted. Master's degree is equivalent to six years of experience. Ph.D. or doctoral degree is equivalent to eight years of experience. Five years of relevant work experience is equivalent to a bachelor's degree. Two years of relevant work experience plus an associate's degree is equivalent to a bachelor's degree.

Service Contract Labor Standards: The Service Contract Labor Standards (SCLS), formerly known as the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Multiple Award Schedule (MAS) and all services provided. While no specific labor categories have been identified as being subject to SCLS/SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCLS/SCA eligible labor categories. If and / or when the contractor adds SCLS/SCA labor categories to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS/SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

COMPANY INFORMATION

Creative Marketing Resources (CMRignite) is a full-service, strategic communications agency that specializes in developing cause and behavior change marketing for Fortune 500 companies, major nonprofits and government agencies. Since 1995, it has been our mission to develop innovative, cross-cultural marketing campaigns that lead to real, positive change.

As a true cross-cultural marketing agency, we've taken great pains to build a team of 60 dynamic professionals that cross every ethnic, gender, and generational divide. This enables us to incorporate the multiple perspectives needed to fully reach the New American Mainstream. For every one of our clients, we assign experienced, senior-level marketing experts. Our team members have an average tenure of 10 years and an average of 12 years of marketing experience.