



CAPABILITY STATEMENT

Natasha Morris, Multimedia Director

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STRATEGY • COMMUNICATIONS • DIGITAL

“Storytelling WITHOUT Limits”

McKinley Davis, LLC is a multimedia production agency that creates content solutions for government agencies and private sector companies, using visual and brand storytelling, and content marketing and strategy to help increase audience engagement, drive profitability, and promote business growth.

CORE COMPETENCIES

Video Production • Visual & Brand Storytelling
Content Strategy • Content Marketing • Scriptwriting • Copywriting

DIFFERENTIATORS

- ✓ Develops ideas into engaging serial content using digital platforms to expand its outreach.
- ✓ Applies diverse experience to bring fresh ideas and perspectives and create strategies to produce viable solutions.
- ✓ Identifies potential improvement and growth areas to create content that helps streamline operations.
- ✓ Manages projects to meet objectives and sustain efficiency to ensure timely and effective outcomes.

RELEVANT EXPERIENCE

GEORGIA COUNCIL ON DEVELOPMENTAL DISABILITIES

Atlanta, Ga.
IPSE Promotional Video • *Producer*

CITY OF CHARLOTTE, OFFICE OF EQUITY, MOBILITY AND IMMIGRANT INTEGRATION

Charlotte, N.C.
Charlotte-Kumasi Sister City Promotional Video • *Scriptwriter, Producer*

COMMISSIONER LEAKE’S SMALL BUSINESS CONSORTIUM

Mecklenburg County, N.C.
Video Profile • *Producer*

IMPACT PROFESSIONAL GROUP

Charlotte, N.C.
Video Profile, Testimonials, Interactive Annual Reports • *Scriptwriter, Producer, Copy Editor*

CAROLINA PREMIER WINDOW FILMS

Rock Hill, S.C.
Video Profile, Promotional Videos • *Scriptwriter, Producer*

CODES

DUNS Number: **080778875**

CAGE Code: **81UJ7**

NAICS:

- 512110 – Motion Picture and Video Production
- 541611 – Administrative Management and General Management Consulting Services
- 541613 – Marketing Consulting Services

NIGP:

- 20894 – Word Processing, Text Editors, Spell Checkers
- 91522 – Communications Marketing Services
- 91527 – Editorial Services
- 91569 – Motion Picture Production and Distribution Services
- 91578 – Television Commercial Production
- 91582 – Video Production

CERTIFICATIONS

Airport Concessions Disadvantaged Business Enterprise (ACDBE)
NORTH CAROLINA DEPARTMENT OF TRANSPORTATION

Disadvantaged Business Enterprise (DBE)
NORTH CAROLINA DEPARTMENT OF TRANSPORTATION

Small Professional Services Firm (SPSF)
NORTH CAROLINA DEPARTMENT OF TRANSPORTATION

Historically Underutilized Business (HUB)
NORTH CAROLINA DEPARTMENT OF ADMINISTRATION

Minority-Owned Business Enterprise (MBE)
NORTH CAROLINA DEPARTMENT OF ADMINISTRATION
CITY OF CHARLOTTE

Small Business Enterprise (SBE)
CITY OF CHARLOTTE



Payment

We accept checks, credit, and purchase cards.