

PULSE CREATIVE GROUP

CAPABILITIES STATEMENT

COMPANY OVERVIEW

Pulse Creative Group is a small, woman-owned firm with 20+ years of experience in strategic communications, software development, and program management. We help government agencies modernize operations, bridge communication gaps, and engage diverse communities. Our expertise in research, analysis, and agile solutions drives successful campaigns in public health, social services, and economic development. With a client-first approach, we deliver innovative, personalized strategies that empower agencies to stay resilient and ahead of emerging challenges.



CORE COMPETENCIES

- Health & Science Communications
- Enterprise-wide strategic communications
- Public Affairs Office support
- Program management
- Market research & feasibility studies
- Advertising and multimedia development
- Digital modernization
- Training & development
- Conference organizing & meetings support

DIFFERENTIATORS

- **Small, Woman-Owned Business:** 20+ years of experience offering agile, personalized solutions with measurable success for government and corporate clients.
- **Comprehensive Services:** From marketing to custom software development, we provide full-service solutions under one roof.
- **Strategic Partnerships:** Strong media, government, and industry relationships to amplify campaign impact.
- **Innovative IT Solutions:** Tailored software for federal and state agencies to streamline processes.
- **Digital & Social Media:** Engaging content and targeted campaigns for maximum visibility and audience engagement.
- **Creative & Production:** High-quality video, photo, and design services that captivate and communicate value.
- **Media Planning & Buying:** Strategic ad placements for optimized exposure.
- **Public Relations:** Building media relationships to enhance visibility and reputation.
- **Branded Items:** Design and delivery of promotional products for government and corporate events.

COMPANY DATA

UEI: KFKAT183D8Z4

CAGE Code: 9XQUO

NAICS CODES:

- 541611 - Administrative Management
- 541613 - Marketing Consulting
- 541810 - Advertising
- 541820 - Public Relations
- 541910 - Market Research & Public Polling
- 541511 - Custom Computer Programming
- 519190 - All other information services
- 611430 - Professional & Management Training

PAST PERFORMANCE

Government Agencies: Successfully developed and implemented marketing strategies and custom software solutions for various government departments, resulting in increased engagement, operational efficiency, and effective communication of key initiatives.

Public Health Campaigns: Managed full-scale marketing campaigns and developed IT solutions aimed at promoting healthier communities through strategic MarComm and technology initiatives.

Economic Development: Executed campaigns and created software tools to support economic development in underserved communities, leveraging our expertise in data analytics and custom IT solutions.



CONTACT INFO

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