

Capability Statement

COMMUNICATIONS & CREATIVE DESIGN

OVERVIEW

MyCommsAlly (MCA) is a boutique communications and design consultancy that helps government agencies deliver clear, accessible, and engaging information to the audiences that matter most: employees, partners, and the communities they serve.

We translate complex programs, policy, and public health information into high-quality visual communications through creative design solutions. Our work supports public programs and community understanding while strengthening internal alignment, improving external engagement, and elevating community outreach.

CAPABILITIES AT-A-GLANCE

Strategic Communications

- ✓ Communication and campaign planning for programs, initiatives, and public-facing campaigns
- ✓ Message development aligned to agency goals and mandates
- ✓ Executive and stakeholder communication support
- ✓ Change communication for policy or organizational shifts
- ✓ Internal communication strategy for employees and partners
- ✓ Plain-language and accessibility-focused messaging

Stakeholder Engagement

- ✓ Outreach strategy for diverse and hard-to-reach populations
- ✓ Community-centered messaging informed by local insights
- ✓ Public-meeting and stakeholder briefing support
- ✓ Surveys, feedback synthesis, and insights reporting
- ✓ Communication with nonprofits, coalitions, and local partners
- ✓ Culturally responsive content and visual design

Creative Development & Design

- ✓ Content: Training manuals, handbooks, and slide decks
- ✓ Digital: web copy, social media assets, email campaigns
- ✓ Design systems: branding, typography, and color palettes
- ✓ Infographics, data visualization, and public-education materials
- ✓ Scriptwriting for videos, PSAs, and training modules
- ✓ Template creation for repeatable agency use

RELEVANT EXPERIENCE

MyCommsAlly brings over a decade of experience supporting large, complex organizations with content development, training materials, and visual communications. This includes designing executive-ready documents, multi-section reports, instructional manuals, and public-facing materials for diverse audiences. MCA has extensive experience working within structured review environments, collaborating with cross-functional stakeholders, and delivering polished, ready-to-use assets on defined timelines.

CONTACT

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CAGE CODE - 17NK1

NAICS CODES

541430 - Graphic Design Services
541613 - Marketing Consulting
541618 - Other Consulting Services

CERTIFICATIONS

- ✓ WOSB
- ✓ EDWOSB
- ✓ HubZone

MCA DIFFERENTIATORS

- ✓ Senior-level strategy, thoughtful design, and hands-on partnership.
- ✓ MCA delivers polished, ready-to-use materials that meet agency standards and timelines.
- ✓ Task-based services aligned to government procurement
- ✓ Professional content development and strong visual storytelling that improves understanding and usability
- ✓ Ability to quickly integrate with agency teams or prime contractors