

## CONTACT

**Sheila Brooks, Ph.D.**

Founder, President and CEO

[sbrooks@srbcommunications.com](mailto:sbrooks@srbcommunications.com)

## HEADQUARTERS

1432 K Street, N.W., Suite 800

Washington, D.C. 20005

T: (202) 775-SRB1 (7721) | F: (202) 775-7421

[www.srbcommunications.com](http://www.srbcommunications.com)



## CERTIFICATIONS

- Capital Region Minority Supplier Development Council (NMSDC/CRMSDC)
- D.C. Dept. of Small & Local Business Development (CBE)
- City of Baltimore (M/WBE)
- Maryland Department of Transportation (MDOT)
- Montgomery County, Md. Government (MBE)
- Prince George's County, Md. Government (MBE)
- Howard County, Md. Government (MBE)
- Washington Metro Area Transportation (WMATA)
- District Department of Transportation (DDOT)
- Metropolitan Washington Airports Authority (MWAA)
- State of Delaware (M/WBE)
- U.S. Small Business Administration: SDB, WOSB & EDWOSB
- 8(a) Graduate (2003)

## PRIMARY NAICS CODES

- 541810 – Advertising Agencies
- 541820 – Public Relations Agencies
- 541830 – Media Buying Agencies
- 541613 – Marketing Consulting Agencies
- 512110 – Motion Picture and Video Production
- 561920 – Convention and Trade Show Organizers
- 541611 – Admin. & General Mgmt. Consulting Services

**SRB**  
communications

®

*WE BRING IMPACTFUL HUMAN STORIES TO LIFE*

# CAPABILITY STATEMENT

## WHO WE ARE

SRB Communications is a boutique advertising, marketing and PR agency located in the heart of Washington, D.C. For more than 32 years, we've crafted compelling campaigns using SMART strategies to reach diverse communities.

Founded and owned by a Black woman, SRB continues to adapt its philosophy and establish itself as a **leader in multicultural marketing** through a fusion of real-life practices, with a forward-thinking and human-centered approach.

Our **full-service and award-winning** work exemplifies our commitment to helping our clients meet their business goals through strategic marketing campaigns that are both authentic and impactful.

**LEARN MORE ABOUT US**

[SRBCommunications.com](http://SRBCommunications.com)

## CLIENTS



## WE SPECIALIZE IN

### STRATEGY + STORYTELLING

*Craft relatable, compelling messaging that educates, inspires and causes audiences to react.* Our expertise, rooted in research insights, includes branding, content strategy and development, copywriting, media relations, stakeholder and community outreach and crisis communications.

### DIGITAL MARKETING

*Identify and deploy data-driven tactics to connect our clients with niche audiences wherever they are through paid media, website development, social media strategy and more.* Through constant monitoring and measurement, we ensure our clients stay ahead of the digital curve.

### CREATIVE + PRODUCTION

*Experts in delivering award-winning creative services that help our clients resonate with their unique audiences.*

We are equipped to meet your audiences where they are and how they want to be spoken to utilizing graphic design, radio, television and video, and media buys.