

720Strategies^o

Government Services

CAPABILITIES STATEMENT

ANGELIQUE CLARK

Managing Director of
Government Services

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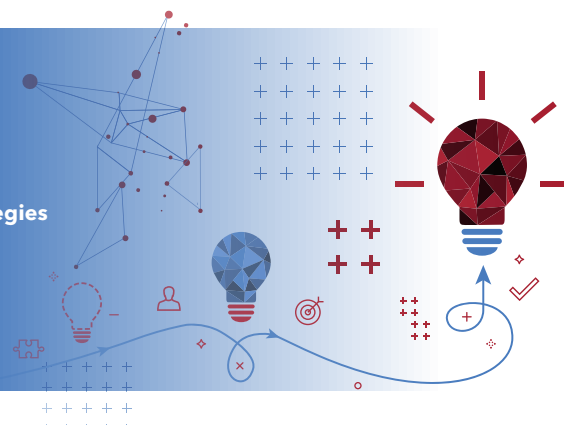
443.204.2188

"SMART, RESPONSIBLE
COMMUNICATIONS FOR
GOVERNMENT."



linkedin.com/company/720strategies

Contact us to learn how 720 Strategies can
support your next initiative.



OVERVIEW

720 Strategies Government Services is a full-service marketing and advertising firm based in Washington, D.C. Our dedicated team delivers a strategic mix of integrated communications and digital services designed to meet the exacting needs of federal, state, and local government clients.

As the government arm of 720 Strategies, we are a top-ranked public relations and public affairs firm with deep roots in developing brands, strategic communications, and engagement programs for Fortune 500s, global corporations, trade associations, and nonprofits. We bring private-sector excellence to the government.

By leveraging our leadership, knowledge, and expertise, we deliver the same level of quality, creativity, and performance to government clients that 720 provides to its commercial partners while ensuring strategic efficiency, measurable outcomes, and fiscal responsibility.

Our integrated teams serve as trusted stewards of taxpayers' dollars, balancing innovation with accountability to deliver exceptional communications, marketing, and outreach solutions.

CORE COMPETENCIES



Strategic Planning & Implementation

Integrated campaign design, audience targeting, and performance tracking to align communications with agency missions and measurable outcomes.



Strategic Communications

Collaborative outreach strategies that foster public trust, inform audiences, and drive stakeholder alignment.



Branding & Creative Development

Logo and style guide creation, brand messaging, and multimedia design, including video production and marketing collateral.



Program & Project Management

Oversight of complex multi-year contracts, subcontractor coordination, and resource management, ensuring compliance and fiscal accountability.



Digital Marketing & Social Media

Development and execution of data-driven digital campaigns across paid, earned, and owned channels to expand reach and engagement.



Data Analytics & Performance Measurements

Research-driven insights and KPI dashboards to evaluate impact, improve strategy, and demonstrate ROI.

TEAM PAST PERFORMANCE



U.S. Citizenship
and Immigration
Services



CONTRACTING INFORMATION

- NAICS Codes: 541810, 541820, 541830, 541890, 541613
- CAGE Code: 67PL3
- UEI: FJ3FD9X5L1H1

