



CAPABILITY STATEMENT

STRATEGY • COMMUNICATIONS • DIGITAL
"Storytelling Without Limits"

Natasha Morris, Multimedia Director
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McKinley Davis, LLC is a multimedia production company that creates content for government agencies and private sector companies. We produce visual content as business, communications, and marketing solutions, using storytelling and content strategy to help increase audience engagement, drive profitability, and promote business growth.

CORE COMPETENCIES

Video Production • Visual & Brand Storytelling
Content Strategy • 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

IMPACT PROFESSIONAL GROUP Charlotte, N.C.

Video Profile & Testimonials
Producer

CAROLINA PREMIER WINDOW FILMS Rock Hill, S.C.

Promotional and Training Videos
Scriptwriter • Producer

SIGN1NEWS, LLC Atlanta, Ga.

Promotional Video
Feature News Story
Scriptwriter • Director • Producer

COMMISSIONER LEAKE'S SMALL BUSINESS CONSORTIUM Mecklenburg County, N.C.

Video Profile
Producer

CITY OF CHARLOTTE, OFFICE OF EQUITY, MOBILITY AND IMMIGRANT INTEGRATION Charlotte, N.C.

Promotional Video
Producer

LOWE'S Mooresville, N.C.

Product Videos
Scriptwriter

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
- 561410 – Document Preparation 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



Payment
We accept checks, credit, and purchase cards.