



# CAPABILITY STATEMENT

**Natasha Morris, Multimedia Director**

P.O. Box 39341

Charlotte, NC 28278

704-609-9376

natasha@mckinleydavis.com

www.mckinleydavis.com

**STRATEGY • COMMUNICATIONS • DIGITAL**

**“Storytelling WITHOUT Limits”**

**McKinley Davis, LLC** is a multimedia production agency that creates content solutions for government agencies and private sector companies, using visual and brand storytelling, and content marketing and strategy to help increase audience engagement, drive profitability, and promote business growth.

## CORE COMPETENCIES

Video Production • Visual & Brand Storytelling  
Content Strategy • Content Marketing • 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

### GEORGIA COUNCIL ON DEVELOPMENTAL DISABILITIES

Atlanta, Ga.

IPSE Promotional Video • *Producer*

### CITY OF CHARLOTTE, OFFICE OF EQUITY, MOBILITY AND IMMIGRANT INTEGRATION

Charlotte, N.C.

Charlotte-Kumasi Sister City Promotional Video • *Scriptwriter, Producer*

### COMMISSIONER LEAKE’S SMALL BUSINESS CONSORTIUM

Mecklenburg County, N.C.

Video Profile • *Producer*

### IMPACT PROFESSIONAL GROUP

Charlotte, N.C.

Video Profile, Testimonials, Interactive Annual Reports • *Scriptwriter, Producer, Copy Editor*

### CAROLINA PREMIER WINDOW FILMS

Rock Hill, S.C.

Video Profile, Promotional Videos • *Scriptwriter, Producer*

## 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

## 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

**Small Business Enterprise (SBE)**

CITY OF CHARLOTTE



## Payment

We accept checks, credit, and purchase cards.