



Providing Business, Marketing & Advertising Solutions for Local, State & Federal Governments

Past Performance

Administrative Management (NAICS 541611 & 561110): Successfully completed numerous business planning projects for public and private clients, including strategic advisory and operational optimization for small and medium-sized enterprises. Our consultants have streamlined administrative processes, resulting in improved efficiency and cost savings for multiple clients.

Graphic Design Services (NAICS 541430): Created impactful visual marketing collateral, including investor presentations, pitch decks, and digital media content, for clients in the financial and healthcare sectors. Projects have been recognized for their innovative design and effectiveness in delivering brand messaging.

Marketing and Advertising Services (NAICS 541613, 541810): Developed comprehensive marketing campaigns for several clients, including startups and established businesses, resulting in increased brand awareness and customer engagement. This includes a notable campaign for a technology company that led to a 40% increase in online sales and customer retention.

Public Relations and Media Outreach (NAICS 541820): Provided public relations consulting for publicly traded companies, successfully raising market awareness through strategic media outreach, press releases, and investor communications. This has included investor relations for C-Bond Systems, Inc., where we have managed communications and shareholder engagement to support the company's public image.

Marketing Research (NAICS 541910): Conducted comprehensive market research and competitive analysis for clients entering new markets, which provided actionable insights that informed product launches and business strategies. This includes market entry research for clients expanding into international markets.

Professional, Scientific, and Technical Services (NAICS 541990): Delivered specialized consulting services, including intellectual property consulting and trademark filings, helping clients secure and monetize their intellectual property.

Business Support Services (NAICS 561499): Provided on-call consulting services to support business development and investor relations initiatives. We have consistently helped our clients prepare for boardroom presentations and M&A activities, offering hands-on support in proposal development, presentations, and documentation.

Differentiators

Expertise in Online & Social Media Marketing: As lead consultant to major branded franchisees such as McDonald's, Subway, Geico Insurance, Century21 and Nationwide, Cervitude LLC has developed and implemented regional and national online and social media marketing campaigns.

Supervision & Guidance of Government Contracting & Procurement: As a consultant to a US Navy subcontractor and USCIS applicants, Cervitude LLC has provided strategic direction and implementation for government contracting and procurement processes.

Leadership in Minority Business Enterprise Growth & Development: As the Director of Minority Business Enterprise Growth & Development at the Greater New England Minority Supplier Development Council, Cervitude's management has demonstrated a strong commitment to advancing diversity within the business community. Their work aligns seamlessly with the needs of minority-owned businesses, helping them thrive and expand.

Successful Management of COVID-19 Relief for Small Businesses: In 2020, Cervitude's Management launched the Covid Project, which received over \$500,000 in funding from the Department of Commerce. This one-year grant provided essential support to small, minority-owned businesses in the Greater New England area during the global pandemic. This experience highlights CSC's ability to secure critical funding and deliver impactful solutions during times of crisis, establishing the consulting firm as a reliable partner for businesses facing challenging circumstances.

CORE COMPETENCIES

Advertising & Outreach Campaigns - Experience in planning and executing advertising campaigns and multi-channel media strategies to achieve awareness and outreach goals.

Strategic Project Management - Expertise in administrative management, project planning, and consulting support to optimize operations and fulfill strategic objectives.

Marketing & Public Relations - Skilled in delivering public relations services and marketing campaigns to enhance visibility, promote initiatives, and foster public engagement.

Graphic Design & Visual Communication Services - High-quality graphic design for creating effective visual content, including educational, promotional, and operational communication materials.

Market Research & Analysis - Capable of conducting market research and public opinion polling to provide actionable insights for decision-making and community relations.

Business Support Services - Providing office administrative and flexible business support services tailored to meet government needs with reliability and scalability.

Commitment to Government Standards & Compliance - Dedicated to adhering to government regulations, ensuring transparency and compliance while safeguarding sensitive information.

NAICS CODES

- 541430 - Graphic Design Services
- 541611 - Administrative Management and General Management Consulting Services
- 541613 - Marketing Consulting Services
- 541810 - Advertising Agencies
- 541820 - Public Relations Agencies
- 541910 - Marketing Research and Public Opinion Polling
- 541990 - All Other Professional, Scientific, and Technical Services
- 561110 - Office Administrative Services
- 561499 - All Other Business Support Services

CORPORATE DATA

CAGE: 9YBAS | **UEI:** XNJSP6AEK6E1

Gov. Bus. POC: Harold Blackwell

Phone: 203.650.3950

Email: Harold@Cervitude.com

Address: 4 Research Drive, Shelton, CT 06484

Work Area: USA, India, Singapore, Puerto Rico, Dubai

