



Capability Statement

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Jonea Gene Marketing & PR is an SBA woman-owned 8(a) certified, South Carolina woman-owned certified small business, Unified DOT certified small business enterprise and HUB certified small business in North Carolina. We are a cutting edge marketing, advertising & public relations firm specializing in interactive media, website design, search engine marketing, search engine optimization, social media, print/graphic design, and both traditional and online public relations. We also offer printing services and promotional items to complement full-scope integrated marketing campaigns. We are a firm that blends youthful innovation with traditional techniques to create marketing and public relations campaigns that get noticed and are targeted to specific demographics. We are daring and unconventional, backed by solid industry credentials and quantifiable results across multiple advertising platforms. We have two office locations in Myrtle Beach, South Carolina and Charleston, South Carolina. Our Charleston office is located in a South Carolina state empowerment zone.

[Industry Credentials]

We are currently the only marketing firm in South Carolina and one of only a few in the United States to hold the following combination of industry designations: **Professional Certified Marketer (American Marketing Association), Certified Business Communicator (Business Marketing Association) and Professional Internet Marketer (Web CEO).**

[Capabilities Listing By Numerical NAICS Code]

- **541410 - Interior Design & Consulting Services:** Color Consultation, Fabric Selection, Room Placement
- **541430 - Graphic Design Services:** Brochure, Business Card, Outdoor Media & Web
- **541511 - Custom Computer Programming Services:** Web Page Design/Development, Content Management System Design, Programming/Coding Services
- **541613 - Marketing Consulting Services:** Strategy, Messaging, Branding, Marketing Research, Business/Marketing/Media Plans, New Product Development, Product Launch Positioning, Merchandising/Packaging
- **541810 – Advertising Agencies:** Creating & Implementing Advertising Campaigns, Including Ads, Web, Brochures, Direct Mail, Presentations, Logos/Identity Campaigns, Outdoor, Promotions & Radio/TV
- **541820 - Public Relations Agencies:** Designing & Implementing Public Relations Campaigns, Including Press Releases/PSA's, Media/Press Kits, Invitations, Event Planning, Trade Show Planning/Design, Community Campaigns, Online PR



- **541830** – *Media Buying Agencies*: Media Buying Services, Including the Purchase of Traditional, Online & Outdoor Media
- **541860** – *Direct Mail Advertising*: Creating & Designing Direct Mail Campaigns, Including Associated Printing Services
- **541890** – *Other Services Related to Advertising*: Promotional Items (Pens, etc.), Embroidery, Vehicle Graphics, Building Lettering/Signage, Display Advertising
- **541990** – *All Other Professional, Scientific & Professional Services*: Search Engine Optimization, Search Engine Marketing, Social Media Optimization, Blogs, Optimized Local Organization Profiles, Link-Building, E-mail Newsletters, Web Content, Viral Marketing
- **561410** – *Document Preparation Services*: Proofreading, Editing, Marketing/Business Plan Writing, Publication Layout
- **711510** – *Independent Writers*: Writing of Advertising Copy

[Past Performance]

We personally sit down with our clients, decide on methods for achieving chosen objectives, perform the scope of work and obtain measurable results. Because we are affordable, easy to work with and take the time to truly understand our clients and their needs, we work with organizations across multiple industries, including the following clients:

- *United States Department of the Army (Ft. Jackson)*
- *BMW Manufacturing Company, LLC*
- *GJTBS, A PLC (Top 10 American insurance litigation law firm with 9 office locations)*
- *Myrtle Beach Area Chamber of Commerce (one of the nation's largest chambers of commerce)*
- *Hyman Vineyards (recipient of \$275,000 USDA VAP Grant as a result of our work)*

In addition to the above clients, we have worked with large Fortune 500 companies such as UBS Financial Services, JP Morgan and John Hancock. We have won 2 local South Carolina awards for our work, including a Silver ADDY from the American Advertising Federation for the "Our Idea" marketing campaign for the North Myrtle Beach Chamber of Commerce and the 2007 Public Relations Firm of the Year/Public Awareness Award from the Conway Area Chamber of Commerce.

Our firm's work has been published in multiple traditional local/regional/national publications, including: The Horry Independent, The Carolina Forest Chronicle, The Sun News, The Myrtle Beach Herald, The Georgetown Times, The Breeze, Coastal Carolina Sport & Recreation Magazine, The Weekly Surge, Coastal Business Life and Natural Awakenings.



[Professional References]

We are a company built on openness, integrity and character. Please visit our website at www.joneagene.com/testimonials.html or ask us for a testimonial list and we will be happy to supply both personal and professional references.

[About Our Principals]

Our main principals are Jonea Gene Sugishita, *MBA, GBD, PCM, CBC* and Thomas Flyer Sugishita, *PIM*.

Jonea received an International MBA in Marketing and Finance *with honors* and a B.S. in Business Administration with a double emphasis in Marketing and Management and a minor in Psychology, *magna cum laude*, from California Lutheran University (Thousand Oaks, California); and an International Marketing and Management Global Business Program degree from FH-Joanneum *with honors* (Graz, Austria). Jonea serves on the Board of Directors and Public Affairs Committee for the Conway Area Chamber of Commerce; and the Small Business Council, Interactive Marketing Committee and Advertising Committee for the Myrtle Beach Area Chamber of Commerce. Jonea has been awarded multiple designations and has been accepted into multiple academic associations, including: Beta Sigma Delta (International Business Honor Society), Psi Chi (National Psychology Honor Society), Who's Who Among American Women, Who's Who Among Emerging Leaders, Who's Who in America, Who's Who in the World, Who's Who in North American Graphic Design, Videography & Photography, and Presidential Who's Who. Jonea specializes in strategic planning, web/graphic design, copywriting and public relations (traditional and online).

Thomas received a B.S. in Interdisciplinary Studies with a double emphasis in Recreation & Sport Management and Communications from Coastal Carolina University (Conway, South Carolina) and an A.A. in Health & Physical Education from Moorpark College (Moorpark, California). Thomas is one of very few Professional Internet Marketers and was recently recognized in the Who's Who of the World and America which honors executives and professionals for their achievements. Thomas worked closely with BMW Manufacturing Co., LLC and was fundamental in BMW's high level of service level satisfaction. Thomas specializes in interactive marketing, including social media promotion, search engine marketing and search engine optimization strategy implementation.

[Company Contact Information]

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