

# CIA MEDIA GROUP

## BUSINESS CAPABILITY STATEMENT

CIA Media Group specializes in **digital transformation strategies**.

*Our services help companies reach their goals. We help companies **increase efficiencies, decrease costs and create more business value.***

### CONTACT INFO

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Roswell, GA 30076  
Founded: 2013  
Point of Contact: Montina Young Portis

## CORE COMPETENCIES

### TRAINING AND LEARNING

- DBE Mentor Program Assistance
- DBE Training & Development
- Safety & Awareness Training
- Credit Building Workshops
- Digital Transformation Strategies
- Online Learning Systems
- Diversity & Inclusion Training
- Process Improvement
- Certification Workshops
- Compliance Training Modules

### MARKETING & OUTREACH

- Marketing Audits
- Video Production
- Leadership Development
- Branded Recruitment Videos
- Marketing & Public Relations
- Diversity & Inclusion Workshops
- Digital Transformation Strategies
- Training & Development Workshops
- Social Media Outreach and Distribution

### VIDEO PRODUCTION

- DBE Outreach Videos
- "HERO" Videos
- Capabilities Videos
- Before, After & Impact Videos
- Corporate Messages
- Video for Social Channels
- Welcome Videos
- Branded Recruitment Videos
- Construction Videos
- Sales Training Videos
- Health & Safety Videos

**DUNS NUMBER:** 081207308

**CAGE CODE:** 86M24

**DATE FOUNDED:** 2013

**TYPE OF BUSINESS:** LLC

**NATIONAL CERTIFICATIONS:** WOSB, EDWOSB, MBE, WBENC

## PAST PERFORMANCE

- ✓ **90% client retention**
- ✓ **Produced 1000+ successful Digital, and Corporate Video campaigns for 50+ clients.**
- ✓ **Designed/created custom curriculum in a variety of industries**

*Client's services scaled from \$250k to \$2.3M in 2 years and internal costs decreased by 32%.*

*Company generated over 100k video views and tripled revenue in 90 days.*

*1-minute video*

*Received 12,000 views within the first 3 months  
Facebook Post – 12,000 views / 22 shares / 144 likes / 55 comments*

## OUR AWARD WINNING TEAM

- 25+ Years Experience
- 1000+ Videos Produced
- In-house Team
- Bonded up to \$500k
- Liability Insurance up to \$2M
- 2019 GMSDC Tier I Supplier of the Year

## PRIMARY NAICS & CLASS CODES

- 512110 - Motion Picture and Video Production
- 512191 - Video Post Production
- 519130 - Broadcast Video on Internet
- 541430 - Graphic Design Services
- 541810 - Advertising Agencies
- 541613 - Marketing Consulting Services
- 541820 - Public Relations Agencies
- 541870 - Advertising Material Distribution Services
- 611430 - Professional Development Training
- 541890 - Other Services Related to Advertising