

Capability Statement

KATALYST

KATALYST COMMUNICATIONS, LLC

Katalyst Communications, LLC is a full-time PR firm led by Hela Sheth, a public relations professional with more than 15 years of experience working with the most innovative and reputable brands of our time. Currently a full-time team of one, Hela recently left the big agency world to address a sizeable market opportunity: providing strategic communications support to government brands who want to think more innovatively.

A COMMUNICATIONS FIRM FOR INNOVATIVE BRANDS

Core Competencies

- * Brand Development
- * Strategy & Planning
- * Messaging Development
- * Media Relations
- * Media Training
- * Writing & Bylines
- * Content Marketing
- * Thought Leadership

Key Differentiators

- * Above & Beyond Client Support
- * Expert Passionate Storyteller
- * Counsels Clients in Finding Their Voice/Tone
- * Identifies Media Outlets & Tailors Strategies
- * Works With Startups on Marketing & Branding
- * Served as Corporate Spokeswoman
- * Trained C-Suite Executives with Writing and On-Camera Media Managements Sessions

Past Performances

- * Georgia Commute Options
- * iHeartRadio
- * HowStuffWorks
- * Netflix
- * PwC
- * MoviePass
- * 2ULaundry
- * Detroit Pistons

100% Female + Minority Owned

Codes & Certifications

NAICS: 541613, 541820

DUNS: 064448138

Certification Date: 10-17-2018



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