

CORE COMPETENCIES

Strategic Communications & Public Outreach

communications planning, stakeholder and community engagement, public involvement, message development, media relations, campaign design and execution, internal and change communications, plain-language and multilingual content.

Graphic Design & Visual Communications

brand and identity systems, report and publication design, infographics and data visualization, exhibit and interpretive graphics, environmental and wayfinding graphics, presentation design, print and digital production management.

Training & Workforce Development

curriculum and instructional design, participant and instructor materials, instructor-led and virtual delivery, customer service training, federal acquisition and small business training, workshop and conference facilitation.

Program & Administrative Support

program and project management support, meeting and conference support, technical writing, records and document preparation, editorial and production services, and staff augmentation.

Market Research & Capture Support

market and stakeholder research, public opinion research, competitive analysis, capture strategy, proposal management, proposal writing and design, compliance and color-team review.

Digital & Web Services

website strategy, design and development, content management systems, digital content production, Section 508 accessibility.





WHY CHOOSE ANDANA CONSULTING?

Differentiators

Dual set-aside eligibility. WOSB and HUBZone certifications give contracting officers two separate paths to award, including HUBZone sole-source authority .

We work on both sides of the federal project. Andana writes and manages proposals for services firms competing for federal work. We know how agencies write requirements and score responses, because we answer them every week.

We train the federal contracting community. Andana has delivered federal market and acquisition training through Montgomery College, SAME, Industry Organizations, and Govology — subject matter authority most communications firms cannot claim.

Senior-led delivery, credentialed leadership. A ten-person team means the people who scope the requirement deliver it. Founder Carrie Ann Williams holds an MBA, the CPSM certification and is a Fellow of the Society of American Military Engineers (F.SAME), active in SMPS and SAME.

Past Performance

U.S. Department of Housing and Urban Development | Subconsultant | Designed and delivered customer service training for agency personnel, including curriculum development, participant materials, and instruction.

U.S. Army Corps of Engineers — Fort Worth District | Prime | Developed marketing communications strategy and produced supporting content and design deliverables for district communications requirements.

Maryland Department of Planning | Subconsultant | Delivered the Compatible Use website: information architecture, content development, visual design, and build.

Montgomery College | Guest Lecturer | Developed and taught Entrepreneurship in the Federal Market, covering federal acquisition, registration, certification, and capture for small businesses.

Contact Us

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Andana Consulting, LLC

SBA-Certified Woman-Owned Small Business

SBA-Certified HUBZone Small Business

www.andanaconsulting.com

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Cage Code: 75CM1

NAICS Codes

541611 Mgmt Consulting (primary) | 541613 Marketing Consulting | 541618 Other Mgmt Consulting | 541810 Advertising | 541820 Public Relations | 541890 Other Advertising Svcs | 541910 Marketing & Opinion Research | 541430 Graphic Design | 541490 Specialized Design | 541511 Custom Programming | 561110 Office Admin Svcs | 561410 Document Preparation | 561499 Other Business Support | 611430 Prof. & Mgmt Development Training | 611710 Educational Support Svcs



U.S. Small Business
Administration

WOSB CERTIFIED



U.S. Small Business
Administration

**HUBZONE
CERTIFIED**