

# CAPABILITIES STATEMENT

**blueprint**  
creative group

UEI: DLWKJXG3TZ65 | CAGE #: 85K76

## CORPORATE SUMMARY

Founded in 2008, Blueprint Creative Group is an 8(a) certified woman-owned strategic planning firm. We integrate strategy, technology and learning development to provide government with enterprise-wide communications, institutional awareness and digital modernization through data analytics, automation, data visualization, artificial intelligence and dynamic content. Our strategic planning work supports program development, change management, and Diversity Equity Inclusion and Accessibility (DEIA) programs.



## CONTACT DETAILS

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## CERTIFICATIONS

8(a): **C00fMd (Exp: 10/31/29)** | WOSB pending



U.S. Small Business  
Administration  
**8(a) Certified**



## NAICS CODES

- ▶ **541611** Administrative Management
- ▶ **541613** Marketing Consulting
- ▶ **541810** Advertising
- ▶ **541820** Public Relations
- ▶ **541910** Market Research & Public Polling
- ▶ **541511** Custom Computer Programming
- ▶ **519190** All other information services
- ▶ **611430** Professional & Management Training



## CORE COMPETENCIES

- ▶ Enterprise-wide strategic communications
- ▶ Strategic planning
- ▶ Crisis communications
- ▶ Media monitoring & executive briefings
- ▶ Market research & feasibility
- ▶ Advertising and creative design
- ▶ Program management
- ▶ Digital modernization
- ▶ Training & development
- ▶ Administrative and business support



## DIFFERENTIATORS

- ▶ Part of global consulting network with combined capabilities of a dozen firms. **Benefit:** expanded capacity, deep competencies and ability to meet urgent demand
- ▶ Full-service agency with in-house capabilities. **Benefit:** Quick turnaround, lowers risk and cost efficient
- ▶ 20x ROI Theory providing a visible 20x return on services. **Benefit:** Metrics focused on quantifiable bottom line impact

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We help government meet real time needs during times of opportunity, change and crisis to include: rapid response during crisis and emergencies; adapting to and managing organization-wide change; and leveraging opportunities to grow and improve business impact and program/service delivery.



## PAST PERFORMANCE

### U.S. Trade and Development Agency

Recently awarded \$75 million IDIQ to support USTDA-funded international projects/programs in priority markets. Scope of work includes leading Reverse Trade Missions, conferences, workshops and training and ultimately supporting the ability of U.S. firms to sell their goods and services to USTDA priority markets. | Awarded 2022

### Nashville and Davidson County

Awarded \$2 million IDIQ to provide city and county-wide strategic communications, programming and outreach support that spans across all city and county agencies and departments. Includes technology design, messaging, public engagement, community outreach and program support. | 2018 – present

### University of Utah Health

Supported the world's largest genetic database with enterprise-wide strategic communications with the objective of elevating the national ranking and international profile of the health system. Includes promoting clinical, educational and scientific research. | 2018 – present

### Northeast Florida Regional Council / Northeast Florida Healthcare Coalition

Supported emergency and disaster preparedness planning and regional coordination of an 18-county regional health system to centralize area-wide coordination and related cooperative activities of federal, state, and local government. | 2018 – present

### Miami-Dade County

Provide enterprise-wide economic development for deployment of services and resources targeting home ownership, small business and youth services for Targeted Urban Areas. | 2017 – 2024

### Senegal Agency for Export Promotion

Support investment promotion and Foreign Direct Investments to the American market. Includes facilitating in-country meetings and matchmaking events and deploying business attraction campaigns. | 2016 – 2019

### NeighborWorks America

Led program support and agency outreach for community development campaign in support of community revitalization efforts across several U.S. communities. | 2014 – 2016