



# SOLUTION PORTFOLIO

## Hum in Market

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**Brand clarity that captivates.  
Strategy that endures.**

# BUILT TO PIVOT. READY TO SOAR.



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Humming Dragon is a strategy-driven consulting firm where every solution hums with insight and purpose. Inspired by the precision of a hummingbird and the perspective of a dragonfly, we move swiftly, see from multiple angles, and focus intently on what matters. Our expertise spans modern marketing, branding, and functional business strategy but purposeful planning is our super-strength. We build roadmaps that hover between data and imagination, helping brands find clarity, align teams and accelerate growth that endures. That's the hum...

## STRATEGIC NAVIGATION

Strategy from every vantage point. Your guide from ideation to fruition.

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We help brands chart bold, clear pathways using custom planning frameworks, objectives and key results and go-to-market strategies. Like a dragonfly mid-flight, we help teams plan to pivot with purpose, balancing instinct and insight to design roadmaps that evolve with your business priorities.

## VANTAGE-BASED COMMUNICATIONS STRATEGY

Speak to every layer of your audience.

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We take a panoramic approach to developing multi-channel plans, stakeholder messaging, and thought leadership programs. Inspired by the dragonfly's 360° vision, we help you anticipate, calibrate and connect so that your message is adopted and sales and customer success enabled.

## INSIGHT-LED MARKETING PLANNING

Strategy that lands where it matters.

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The intent of marketing is not to create noise...it should create motion. We build campaign plans with precision, map customer journeys and optimize touchpoints like a hummingbird choosing its bloom: focused, deliberate and engaging.

## BRAND ALIGNMENT AND STORYCRAFT

Find your voice. Own your space.

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From foundational brand positioning to tone-of-voice systems, we bring clarity to identity and cohesion to messaging. Like the steady hum of wings in motion, your story becomes rhythmic, resonant and unmistakably yours.

## MARKETING FUNCTION AND STRATEGIC INTEGRATION

Wings steady, vision sharp.

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We help teams reframe marketing as a business growth engine, not just a department. Through tailored advisory, we align structures, roles and storytelling with overarching strategy ensuring every initiative ladders up to impact.

In fast-moving environments where yesterday's plan no longer fits today's reality, our work anchors clarity amid change. We help organizations pivot with precision, translating strategic intent into adaptive marketing frameworks that are grounded, scalable and ready to evolve. Integration is paramount and we design with transformation that's built to keep pace.

## AREAS OF EXPERTISE

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# HOVER. OBSERVE. ALIGN.

Our proven methodology enables constant micro-adjustments, treating strategy as a living system that continuously adapts and evolves.



### MARKETING SOLUTIONS

Turn marketing into a powerful growth engine

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- **Marketing Strategy Development:** Crafting go-to-market plans, campaign roadmaps and audience segmentation.
- **Digital Marketing:** Strategy mapping for search engine optimization (SEO), Search engine marketing (SEM) and paid media. Strategy design of email marketing and marketing automation.
- **Content Marketing:** Blog strategy, thought leadership, newsletters and lead magnets.
- **Social Media Strategy and Management:** Platform-specific strategies, influencer tactics and engagement plans.
- **Performance Analytics and Optimization:** Campaign tracking, ROI analysis and funnel diagnostics.
- **Customer Journey Mapping:** Understanding touchpoints and optimizing conversion paths.



### BRANDING SOLUTIONS

Ignite a magnetic brand identity that captivates audiences

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- **Brand Strategy and Positioning:** Defining brand purpose, values and competitive differentiation.
- **Visual Identity Development:** Logo design, typography, color palettes and style guides.
- **Messaging Frameworks:** Crafting tone of voice, taglines and key messages.
- **Brand Architecture:** Structuring sub-brands, product lines and naming taxonomy.
- **Rebranding and Refresh Projects:** Updating legacy brands for modern relevance.
- **Brand Storytelling:** Narrative development that connects emotionally with audiences.



## COMMUNICATIONS CONSULTING

Amplify engagement with strategic, multi-channel communications

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- **Channel Strategy:** Identifying and optimizing communication platforms (email, social, publications, events, etc.).
- **Stakeholder Engagement:** Messaging and playbooks for investors, partners, sales, customer success and community groups.



I was amazed by how Tasha packaged our platform into a clear, compelling product story, established brand standards that ensure consistency across every channel, and crafted messaging that truly resonates with our niche audience. Her collaborative approach aligned our team and gave us the confidence to launch successfully. - *Founder & CEO, Tech Startup*



## FUNCTIONAL BUSINESS STRATEGY

Articulate and deliver on your strategy with laser focused clarity

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- **Strategic Planning and Roadmapping:** Short and long-term vision, objectives and key results (OKRs) and growth pathways.
- **Market Research and Competitive Analysis:** Industry trends, SWOT, gap and white space identification.
- **Functional Organization Design and Operating Models:** Structuring teams and workflows for scalability.
- **M&A Strategy and Integration:** Due diligence, cultural alignment and post-merger planning.
- **Product and Service Innovation:** Alignment, validation and go-to-market strategy collaboration.

## Flight Manifest: every deliverable clearly defined

When you define exactly what, when and who, execution becomes effortless. We'll work closely with you to create a Flight Manifest which maps each deliverable, deadline and owner—keeping you in command at every step.

# Tasha Johnson



## Founder & Chief Brand Architect

Tasha Johnson is the visionary founder and chief brand architect of Humming Dragon LLC, a marketing and branding consultancy igniting purpose-driven growth. With a 25+ year career that peaked in her role as Vice President, Global Marketing for a premier corporate relocation company, she empowers organizations through transformative brand strategy and storytelling.



An impact-driven creative visionary, Tasha's expertise spans marketing strategy, brand management, content marketing, digital marketing, integrated campaigns and communications. She's marketed to, collaborated with and contributed to high-revenue wins of the world's top brands. Tasha led global growth programs across the Americas, EMEA and APAC regions, stewarding multi-million-dollar marketing investments while defining clear plans and metrics for buyer engagement, pipeline acceleration and ROI.

Under her leadership, an account-based marketing program engaged 98.6% of targeted accounts—fueling a \$64 million influenced pipeline and 35.9% conversion rate (5.9% above goal). She drove a record-breaking year with over \$25 million in retained revenue, orchestrated a legacy company's rebrand that included a next-gen website relaunch that increased engagement by 50% and conversions by 25% and launched a consulting service product that exceeded lead-gen goals by 50% and revenue targets by 110%.

Tasha's award shelf includes the Gold Titan Business Award for B2B ABM (2025), MUSE Creative Silver Award for Integrated Marketing (2024), PRSA Gold and Silver Pick Awards, and the Silver B2B Marketing Elevation Award for New Frontiers (2023). A Certified Relocation Professional (CRP®) and Global Mobility Specialist (GMS®), she's also a published PRSA thought leader and avid public speaker.

At Humming Dragon, Tasha blends strategic rigor with creative flair to craft brands that captivate, convert and endure.



For me, a well choreographed strategy feels like a dance, where data and imagination twirl together to ignite a rhythm that makes your brand hum and leap to the next growth move.



**Ready to make your  
brand hum in market?**

Let's get to it! From  
full-scale launches to  
targeted tweaks, we're  
ready to apply precision  
and perspective on every  
engagement.

# LET'S CONNECT!

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