



Based in Maryland | Serving clients nationwide

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## Capability Statement

### Company Overview

The NexxMark is a strategic communications and creative consultancy that helps brands and professionals communicate with clarity and move forward with purpose. Through integrated strategy, messaging, and creative execution, we support stronger engagement, better organization, and measurable impact.

### Core Capabilities

#### Brand & Marketing Strategy

- Brand identity, positioning, and direction
- Marketing and campaign planning
- Messaging frameworks and brand voice development
- Audience research and engagement strategy

#### Communications Consulting

- Internal and external communications planning
- Digital and social media strategy
- Leadership and executive messaging support
- Change management and employee engagement strategy

#### Creative Content & Photography

- Brand and event photography
- Visual storytelling and content planning
- Copywriting, design direction, and creative asset development

#### Event & Brand Experience Support

- Event communications and promotional strategy
- Launch and community engagement planning
- Visual documentation and post-event storytelling

#### Professional Coordination Services

- Operational and client communication support
- Project and administrative coordination
- Branded communications and workflow organization
- Real Estate Transaction Coordination:
  - Listing setup and marketing materials
  - Compliance tracking and client communication
  - Documentation organization through closing

## Qualifications & Tools

- **Certifications & Learning:**  
HubSpot Inbound · Google Analytics 4 · Salesforce Trailhead · WordPress & SEO Basics · AMA PCM Digital Marketing (In Progress)
- **Core Professional Skills:**  
Strategic communications and brand development · Messaging and content strategy · Campaign planning and audience engagement · Creative direction and photography · Website and content management · Analytics and reporting · Proposal writing and RFP coordination · Real estate transaction management and client communication
- **Creative & Technical Tools:**  
Adobe Creative Cloud · HubSpot · Salesforce · Mailchimp · WordPress · Squarespace · Google Workspace · Trello · Notion · Canva

## Target Clients

- Small and midsize businesses
- Nonprofits and community organizations
- Universities and educational initiatives
- Entrepreneurs and creative professionals
- Real estate agents and teams
- Service-based professionals needing creative, communications, or coordination support

## NAICS Codes

- 541611 – Administrative Management & General Consulting
- 541613 – Marketing Consulting Services
- 541820 – Public Relations Agencies
- 541430 – Graphic Design Services
- 541922 – Commercial Photography
- 531390 – Real Estate-Related Administrative Services

## Company Information

**Legal Business Name:** The NexxMark, LLC

**Business Type:** LLC

**Year Established:** 2025

**Phone:** (443) 537-9321

**Email:** nexxmarkco@gmail.com

**Website:** nexxmark.com

**Base of Operations:** Maryland (Remote-first)