

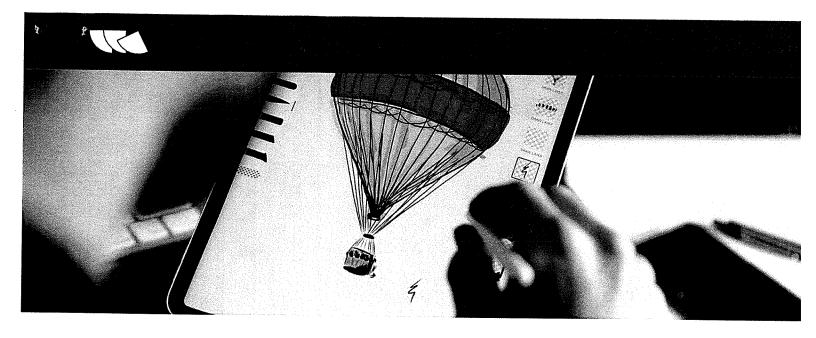
# BRAWNMEDIA

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SHAKER PLACE REHABILITATION & NURSING CENTER

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# **SECTION I**

# **Qualifications**

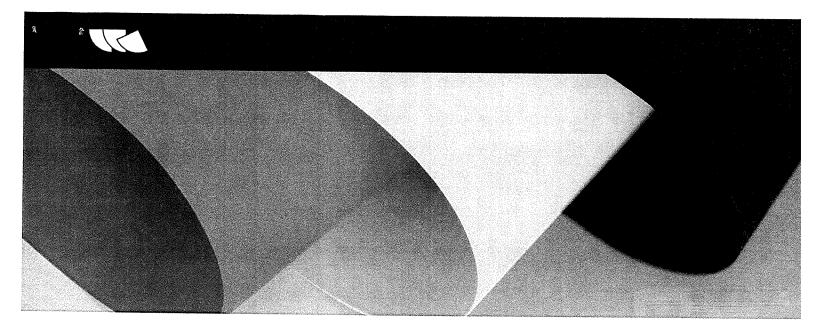
Brawn Media is a full-service advertising agency based in Albany, New York. Since 2009 we have developed custom built, individualized marketing strategies designed to bring our clients amazing results. We've advised healthcare, education, non-profits, legal, tourism, retail, automotive, and a variety of other clients on reaching new heights. Our motto is "Choose To Be Amazing" and we strongly believe that who we are is reflected by the results we create for our clients. Our firm was honored as a 2016 Albany Business Review Top Communications Company, as well as a recipient of a NORI Award for Excellence in Advertising. Over the course of 8 years, we have employed top talent who can bring you the very best marketing results across all media channels including online, TV, radio, outdoor and print.

With our experience in healthcare, property management and many other verticals, we know how to deliver the best results while managing projects to be delivered on time and within budget. We are proud to be a Google Showcase Partner, a distinction that not every agency has. Google hand-picked Brawn Media based on our digital team's search performance and campaign management abilities. You'll benefit from priority access to beta programs, industry insights, and training, which is unavailable to most. From small markets to top 10 markets, Brawn Media has the buying power, the strategic prowess and the creative ability to drive tracked results and brand success for Shaker Place Rehabilitation & Nursing Center.

# Services We Deliver

- Media Planning and Buying
- Strategic Planning
- Web Design and Development
- Search Engine Readiness
- SEM / PPC
- Social Media
- Content Development
- Online Reputation Management
- Creative Design Services
- Copywriting
- · Video / Audio / Photo

# MEDIA PLANNING & BUYING STRATEGIC PLANNING WEB DESIGN & DEVELOPMENT OVIDEO TO THE PLANNING WEB DESIGN & DEVELOPMENT OVER THE PLANNING WEB DEVELOP



# **Our Team**

Resumes are included in the following order of the team members below. *Additional team members will be working on this project under their supervision as well:* 

Donna Smith Brownson, CEO and President
Alexandra Tighe, Director of Digital Marketing
Janet Riscica, Creative Director
Dan Smith, Senior Web Developer
Jessica Baker-Colver, Digital Marketing Manager
Venus Nicole, Account Manager

#### **Donna Smith Brownson**

10 Winifred Drive, Albany, NY 12206 518-482-8831 (home) 518-542-6867 (cell) dbrownson@nycap.rr.com

#### **WORK EXPERIENCE**

#### **BRAWNMEDIA**

Owner/President

Albany, NY July 2009 - Current

Own and operate a full service Marketing/Advertising agency with 17 employees

Maintain the day-to-day operation of a business

Oversee the operations/finance department of the business

Build, negotiate and coordinate marketing /advertising plans for a diverse client base

Develop creative messaging and concepts

Create client strategies to develop "brands", drive sales and meet sales goals target Responsible for all client relations but manage "key" accounts

Implement client campaigns utilizing digital and traditional media strategies

Promoted and managed the client base

#### Albany Broadcasting

General Sales Manager

Latham, NY March 2008-June 2009

- Coaches and develops Local Sales Managers and other team members
- Drives revenue with the development of new sales projects and promotions

Cut sales operating and wage costs by 45% first year

Create new revenue streams with promotions, outside vendors

Maintained and build client relations

- Manages the financial performance of the sales team including budgets, profitability and controlling expenses
- Actively recruits new team members, trains sales team leading weekly sales training

#### AUTOTRADER.COM

District Sales Manager

Albany, NY April 2006 - March 2008

- Manage Sales team of 9, Sales Service Representatives of 3
- Organize monthly coaching and sales training classes

Drive sales to meet monthly/quarterly target goals

Develop strong client relations through training and support

Train team on all new products, system roll outs

- Create marketing campaigns and contests to attract new business to ensure team is making monthly and quarterly goals
- Pursued and coordinated monthly community service projects, client events for team

#### WRGB / WNYA

Local Sales Manager

Schenectady, NY June 2004 - April 2006

Managed Sales team of 11, New Business Director, Sales Assistant and Marketing Coordinator

Lead weekly sales training

Educated sales on competition, sales techniques, bonding skills

Brainstormed creative advertising campaigns for clients

Built strong client relations

Dug under rocks for new business opportunities

Sought out opportunities to co-promote with clients, events, etc.

Donna Brownson — Page 1 of 3 ■

#### BRAWNMEDIA

Owner/President

Albany, NY June 1999 - June 2004

- Owned and operated a full service Marketing/Advertising agency
- Maintained the day-to-day operation of a business
- Developed / coordinated marketing /advertising plans for a diverse client base
- Created client "brands" and executed their campaigns with a cohesive plan
- Drove sales and meet sales goals target
- Responsible for all client relations
- Implemented client campaigns utilizing web, public relations, radio, TV and print
- Promoted and managed the client base

#### NORTHEAST ONE-STOP

Marketing and Ad Director /Buyer

Albany, NY January 1995 - June 1999

- Managed / coordinated advertising for major record labels and high volume record chains
- Generated new business and created multiple advertising vehicles which doubled our advertising revenue the first year.
- Tracked and collected over 2 million dollars annually in co-op advertising dollars
- Designed advertising campaigns for various artist including album covers, websites, etc.
- Managed a staff of 8 designers / media planners
- Oversaw the merchandising and buying plan for rack accounts including college bookstores and record departments of small chains
- Oversaw the purchasing of all wholesale accessories including blank casse

#### **WXLE**

Promotions Director

Clifton Park, NY November 1993 – January 1995

- Produced and executed visibility campaigns for AAA format FM radio station
- Created and implemented radio advertising programs for clients
- Organized / managed all station outside promotions and events
- Performed special projects that arose on a continuous basis

#### **RECORDS 'n SUCH**

General Manager

Albany, NY September 1990 -November 1993

- Responsible for the day to day operations and financial success by controlling budgets, shrink, inventory, expenses and wages for 3 locations
- Managed staffs for 3 locations
- Exceeded sales goals each year to create expansion?
- Responsible for merchandising layouts for stores
- Coordinated stores marketing efforts including street level marketing to co-op advertising

#### LEONARD SMITH INC.

District Manager

Latham, NY September 1987 – September 1990

- Managed staffs for up to 11 locations (over 100 employees)
- Responsible for merchandise ordering and related cost controls
- Developed merchandising plans and layouts for store promotions and continuity
- Coached store mangers to develop stores sales
- Coordinated co-op advertising

Donna Brownson — Page 2 of 3 ■

#### **RECORD TOWN/ RECORDS ETC.**

Store Manger

Albany, NY September 1983 –September 1987

- Worked extensively in the retail industry starting from a sales clerk to regional operation manager
- Managed and trained team
- Controled costs and hit sales goals
- Ordered merchandise
- Responsible for merchandising stores
- Recruited to do additional store training and setup of new locations

#### **SKILLS**

- Ability to organize, prioritize, delegate and implement, achieving optimum results
- Creative and innovative
- Manage multiple projects while maintaining deadlines
- Team Building keen observer of other's, drawing out their strength in order to build a great organization
- Proficient use of personal computers and software
- Detail oriented with big picture mentality
- Well connected to many Capital Region businesses and professionals
- Ability to build strong, trusted client relationships

#### **VOLUNTEER WORK**

- Chair/Committee of the Alzheimer's Association Gala 2002-2006, 2014-2015, 2017
- Colonie Girls LAX Booster VP/Pres/Commitee 2014-2016
- MS Home Helper 2016
- Shenendehowa Dollars For Scholars Board of Trustee 1999- Present
- St. Pius X School Board President -2007-2008
- St. Pius X School Board 2002-2007
- The Chair of the St. Jude Golf Tournament 2006-Present
- President of the Albany Association of Record Merchants 1986-1999
- Board of Directors for Big Brothers / Big Sisters 1991-1993
- Chair/Committee for the Make-A-Wish Foundation's annual golf tournament 1993-1999
- Chair/Committee of the St. Pius X Winter's Night Out Major Fundraiser 2003-present
- National Multiple Sclerosis Leadership Program Class of 2003

<sup>\*</sup> References provided upon request.

#### ALEXANDRA N. TIGHE

63 Sutton Place Coxsackie, NY 12051

Cell: 917.494.9042 alxtighe@gmail.com

#### SUMMARY OF SKILLS/ACCOMPLISHMENTS

- Created several viral social media campaigns that reached national and international audiences, over 2 million impressions, and picked up by national TV & Radio news outlets.
- Expertise managing PPC, display, video, social media, mobile & traditional advertising programs
- 18+ years' experience managing people and cross-functional teams
- Expertise in interpreting data, including research, response tracking, campaign analysis and optimization
- Excellent relationship building, communication and influencing skills
- Demonstrated leadership, integrity and ethics

#### PROFESSIONAL EXPERIENCE

BRAWN MEDIA Albany, NY

Brawn Media is a full service marketing and advertising agency in Albany, NY

Director, Digital Media, June 2014 to Present

- Lead the development, execution, optimization, and post campaign analysis of digital media programs across a portfolio of agency clients
- Work closely with account team, creative leads and ad planning and analytics teams to clearly communicate online media strategy that supports product messaging and overall brand positioning
- Lead strategic planning development of emerging digital/media best practice
- Develop strategic and operational plans for the digital ad team, managing media planning and execution, and measuring campaign results
- Oversee a staff of 10 people.
- Work closely with account management teams to schedule new projects and manage project details on time and in concert with overall ad campaigns
- Worked with management and key stakeholders to develop business growth strategies

ISA ADVERTISING New York, NY

ISA Advertising is a full service advertising agency specializing in direct response media campaigns

SVP, Media Director, Jan 1998 to Dec 2013

- Built and implemented integrated media campaigns, including objectives, strategies, messaging, RFP process, negotiating contracts, establishing goals and projections, and recommending new media
- Responsible for marketing and media initiatives for Guthy-Renker, one of the largest and most respected direct
  marketing companies in the world, with distribution in 68 countries and sales of more than \$1.5 billion per year.
  - Managed the conceptualization and testing of new creatives and offers with clearly defined segmentation and positioning which led to a 59% year over year increase in total orders.
  - Conducted market research and analysis that provided the foundation for successfully penetrating
    previously unprofitable market segments by identifying these customers unique value propositions
    and translating that into effective ad messaging
  - Saved up to \$25 million annually in media expenditure through advanced rate contract negotiations.
  - Negotiated a 15% rate decrease in our largest media vendor's annual contract at a critical time of economic downtum
  - Designed and deployed customized digital media campaigns for Rider University and Pace University
    - Maximized the effectiveness of sourcing prospective students while maintaining a strong brand image through online and offline channel strategies, including Google Adwords, email marketing, digital display campaigns and social media
    - Actively engaged current students to act as brand ambassadors for their school through social media

- Increased the number and quality of new leads by introducing effective social media strategies on Facebook and Linked In
- Responsible for end-to-end campaign planning and execution for all agency clients
- Collaborated with client management to define campaign objectives and ensure all messaging reflects the brand
- Managed campaign budgets to an expected ROI and optimized campaign elements to achieve defined objectives
- Analyzed and reported campaign performance to both the internal team and to clients, including leads, conversion, acquisition rates, comprehensive cost, ROI and LTV analysis
- Supervised, trained and guided staff, established and documented employee goals, conducted performance reviews and served as a mentor to my team

#### THE BANK OF NEW YORK

New York, NY

The Bank of New York is one of the largest bank holding companies in the United States and one of the world's leading financial institutions.

Personal Banking Representative, June 1997 to December 1997

- Earned Regional Excellence Award for outstanding customer service
- Consistently ranked among the top five Manhattan Division Bankers for new account development
- Graduated from an intensive five week training program that reinforced sales and resource management

#### **EDUCATION**

State University of New York at Binghamton

B.A., cum laude in Philosophy, Politics and Law, Concentration in Political Science

May 1997

#### ADDITIONAL SKILLS

- Advanced knowledge in digital and social media advertising platforms and tools: Marin, Reach Local, Ad Espresso, Social Smart, Sprout Social, Hootsuite, Vendasta, SEM Rush, Spyfu, BuzzSumo, Know Em
- Advanced Microsoft Word, Excel and PowerPoint user
- Working knowledge of HTML, web site development, Wordpress and Adobe Business Catalyst platforms
- Working knowledge of Email Marketing Tools: Constant Contact and MailChimp

#### **VOLUNTEER WORK**

# COXSACKIE-ATHENS FOUNDATION FOR EDUCATION (C.A.F.É.)

Coxsackie, NY

The C.A.F.É. enriches educational programs in the C-A School community, honors the achievements of teachers and alumni, and recognizes significant contributions made to the C-A school community

Board Member

July 2012 - Present

- Obtain local PR and social media promotion that has resulted in an annual sell out of the C.A.F.É.'s largest fundraising event
- Act as chairperson for all C.A.F.É.'s fundraising events; Duties include volunteer recruitment, event planning and promotion and securing major sponsors



#### **EDUCATION**

Cornell University, Stategic Marketing Ithaca, NY 2019.

The College of Saint Rose Bachelor of Science, Graphic Design. Albany, NY 1993.

Southeastern Massachusetts University, North Dartmouth, MA 1986-88.

#### CAREER EXPERIENCE

#### **Creative Director**

Brawn Media, Albany, NY 2021-Responsibilities: lead and oversee creative development through all touchpoints, translating the brand strategy.

#### Art Director

Riscica Design, Niskayuna, NY 1993-Responsibilities: all aspects of design for print and web, client consultation and project management.

#### Marketing Director

Rosewood Home Builders Latham, NY 2016-2020

Responsibilities: including but not limited to design, web design, photography, powerpoint presentations, analytics, marketing budget, print press supervision, supporting role in new hires.

#### Art Director

Nowak Associates Albany, NY 2010-2016

Responsibilities: including but not limited to design, flash animation, web design, photoshoot supervision/coordination/art direction, print press supervision, story board preparation/art direction and illustration.

#### Art Director

Berkshire Marketing Group Troy, NY 2004-2005.

Responsibilities: including but not limited to design, photoshoot supervision/ coordination/ art direction, print press supervision, story board preparation/art direction and illustration.

#### Graphic Artist/Freelance

Media Logic, Albany, NY 1997-1999; 2003-2004. Responsibilities: including but not limited to traditional and computer generated design, layout and mechanical art.

#### Art Director

Kimberly Smith Advertising & Graphic Design, Guilderland, NY 1993-2003.

Responsibilities: including but not limited to design, photoshoot supervision/coordination/ art direction, print press supervision, story board preparation/art direction and illustration.

#### Professor

The College of St. Rose, Albany, NY 2001-2003. Responsibilities: lecture and demonstrating practical applications in graphic design in a workshop format as it relates to production.

#### Graphic Designer/Freelance

Smith and Jones Advertising and Public Relations, West Sand Lake, NY 1999-2001. Responsibilities: including but not limited to design and layout, story board preparation and illustration.

#### Art Director/Freelance

Rueckert & Shanley Advertising and Public Relations, Albany, NY 1994-2000. Responsibilities: including but not limited to traditional and computer generated design, layout, illustration and mechanical art.

#### Graphic Designer/Freelance

Precision Marketing Associates, Troy, NY 1993-1997. Responsibilities: traditional and computer generated design, layout and mechanical art; managing the design and prepress production of a quarterly publication.

#### **HONORS**

- 2008 Mark of Excellence Award NYS United Teachers; Enrollment Campaign. Art Director
- 2005 NORI Award The Center for Discovery; calendar. Art Director
- 2004 Admissions Marketing Report Silver Award — Columbia-Greene Community College, "Fall 2004" newsletter. Art Director
- 2004 Admissions Marketing Report
  Merit Award Columbia-Greene
  Community College, "Admissions" poster.
  Art Director
- 1997 Finalist for a NORI Century House "Royalty" duratran. Art Director
- 1997 Finalist for a NORI –
   The Community Foundation for the Capital Region "Acorn" brochure.

   Art Director
- 1996 Bronze Medal / IHPAC —
   The Community Foundation for the Capital Region, "Acorn" brochure.

   Art Director
- 1995 NORI Award–
   NYS Dept. of Health,
   "Are You Pregnant?" pamphlet.
   Graphic Designer/Illustrator
- 1994 Finalist for a NORI –
  Bellevue BreastCare Center brochure.
  Graphic Designer
- 1993 Graduated Cum Laud, The College of Saint Rose, Albany, NY.
- 1993 Awarded 1st Place for Corporate Identity Competition; Saints and Sinners Sound Studio.



#### Janet Riscica Riscica Design

337 Vly Road Niskayuna New York 12309

(o) 518.608.5338 (c) 518.369.5038

janet@riscicadesign.com

www.riscicadesign.com

#### Dan Smith

Web & Print Designer 518.821.7147 dan@dansmithgraphics.com

Education BFA in Graphic Design, 2010 The College of Saint Rose, Albany, NY AS in Liberal Arts, 2007 Columbia Greene Community College

#### Design & Programming Skills

Formation of designs from concepts to pre-press production and digital rollout in corporate branding, small business branding, and franchise marketing. Design skills include hand lettering, type design, packaging, mailers, promotions, editorials, newspaper, display ads, facebook ads, twitter ads, email, and websites. Development skill include HTML5, CSS3, javascript, PHP, jQuery and script libraries, and Wordpress theming and implementation. Experienced in studio photography, screen printing, sculpture, databases, domain management, and educating designers and developers to work together. Managed email marketing department and started the Marketing Automation division at Potratz. Lead internal marketing efforts, including digital ads, social campaign, webinar broadcasts, design, and development.

#### **Computer Programs**

Proficient in Illustrator, Photoshop, InDesign, Flash, Dreamweaver, Acrobat, Coda2, Filezilla, Eclipse, NotePad++, Adobe Brackets, Wordpress, Google Docs, Microsoft Word, PowerPoint, and Excel on both Macintosh and Windows platforms. Familiar with Quark Xpress, Corel Draw, Painter, 3DS Max, Adobe After Effects, and Adobe Premier.

#### **Honors and Awards**

2014 GD USA Website Design Award:

For MySistersGuidingLight.com

2011 Nori Awards Finalist Saratoga's ABSOLUT Best Bartender Campaign,

2010 Internet Advertising Competition

2010 Internet Advertising Competition Best Directory Site For WolfRoadOnline.com Senior Art Show, 2010

College of Saint Rose, Albany, NY

2009 GD USA Web Design Award: For RestaurantConsultingPartners.com

2008 Todd Oldham Award for Creativity Design Against Fur, poster contest, NY, NY

Professional Experience Senior Developer, IT Manager

Brawn Media Albany, NY

April 2016 - Present

Conducts a strong knowledge of current web standards and practices, ADA-compliance training, frontend and back-end experience, UI/UX development. Create a secure, dynamic, and manageable website with a easy-to-use backend and automated integrations can be built and customized for the Business Council's needs. Development skills include HTML5, CSS3, javascript, PHP, jQuery and script libraries, Wordpress, JSON, CMS customizations and integrations, email development, ADA compliance, and responsive site development.

Dan Smith — Page 1 of 2 ■

#### Senior Designer, Front-End Developer, and Manager

POTRATZ Advertising

Schenectady, NY

Fall 2012 - April 2016

Design, develop, train, and launch all company websites, assist development team in client-facing projects, execute new 3rd party tools and training, weekly reporting, lead projects and teams to ensure completion, design and develop custom Wordpress themes, event promotions, live-broadcast production, maintain 4 weekly emails and video blogs, create marketing automation sequences and emails, and solve any design or development problem that comes my way with a good attitude and realistic expectations.

#### **Online Content Coordinator**

Clear Channel Communications

Latham, NY

Summer 2010 - Fall 2012

Design, build, and monitor online contesting for 5 radio stations, manage social networking (Facebook, twitter, personality blogs), create the email template and build email blasts, setup live artist webcasts in studio, transform Sales staff's ideas into something possible, create promotional videos, and multitask under a very tight and last minute schedule.

#### Intern

School House Graphics

Colonie, NY

Summer 2008 - Winter 2010

Design and coding on WolfRoadOnline.com, along with sales and customer interactions. Designed mailers, updated Websites, created flash ads and videos, poster design, form design, javascripting. Attended photoshoots, worked with a small team. Attended press checks, paper pickups, client meetings, portfolio reviews, and mail house meetings.

#### Freelance

2CupsOfJoe.com, 2014

Custom Wordpress eCommerce site and backend. Created new brand guidelines, logo, website design, custom shipping rules, inventory management, and customer sales tracking.

UspateBailBonds.com, 2014 Custom Wordpress site and backend. Created an easy-to-contact responsive website for a niche market.

OliviaQuillio.com, 2014

Touring musician Wordpress website that's easy to update on the road and show off the tour dates.

Footsteps Magazine, 2007

Worked on Photo editing and page layout for a California based magazine

# Jessica Baker-Colver

Digital Marketing | Social Media Gansevoort, NY 12831 jessicaslbaker@yahoo.com 518-817-3266

#### Work Experience

#### Digital Marketing Manager

Brawn Media - Albany, NY February 2018 to Present

- Responsible for the hands-on, tactical implementation of all social media, content and search engine optimization tactics.
- Monitor, analyze, and evaluate campaign trends and competitor activity to identify new opportunities; optimize spend and performance based on these insights.
- Oversee a team of SEO specialists, Content Specialists and Social Media Specialists.
- $\bullet$  Assist in providing general training and insight for all sellable elements of Content, Social Media & SEO.
- Supervise the work of direct reports and lead the development of junior team members, educating and enabling them to successfully execute their responsibilities.
- · Responsible for nurturing a team-oriented work environment.

# Board of Directors, Webmaster, Social Media, Public Relations

Operation Adopt A Soldier - Saratoga Springs, NY 2014 to Present

- Website design and management
- Event planning/social media marketing

#### Paid Search Manager

Eight Oh Two Marketing - Bennington, VT 2018

- Responsible for writing, researching and implementation of Paid Search Ads across Google Adwords, BING, Facebook and Instagram
- Manage the daily posting and content creation across the website and social platforms
- Manage client accounts across a broad spectrum of industries including but not limited to warehouse materials and equipment, bedding and automotive parts and accessories

#### Director of Paid Search & Social Media

OOMDO - Albany, NY 2013 to 2018

- Responsible for more than 80 clients Google advertising accounts, Google Premier Partner
- Manages an annual ad spend of \$5-\$6 million by more than 80 clients
- Leads a team of three copy employees that research and write all website copy, social media management, Google My Business and all Facebook and Instagram advertising

- Head of four paid search specialists that write, research and implement all Google advertising including, but not

limited to search, display, mobile, video pre-roll and GSP ads

#### Store Manager/Trainer

Express - Albany, NY 2012 to 2013

Part of the sales leader team that ensures the success of the store through daily operations of sales, shipment

processing, recruiting, and direct coaching and development of staff

- Oversaw the adherence and implementation of backroom standards for sales stock, marketing, displays and fixtures

#### **District Manager**

Claire's Accessories - Albany, NY 2011 to 2012

- Oversaw a district of 11 Claire's stores and two Icing by Claire's stores
- Accountable for multi-unit store operations including sales, customer relations, staff development and maximizing profitability
- Oversaw the remodel of the first prototype store in the area and grew stores business more than 25 percent
- Facilitated team and district meetings that helped to develop a strong associate and selling culture and in turn

increased profitability, customer loyalty and staff drive for success

#### Store Manager/Trainer

Claire's Accessories - Albany, NY 2006 to 2012

Train store managers and district store managers on the daily operation of the store including sales, plan, recruiting, succession planning, loss prevention and ear piercing, scheduling

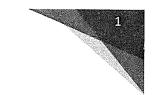
#### Education

# BA in Public Relations & Organizational Communication

State University At Plattsburgh - Plattsburgh, NY 2007

# Venus Nicole

New York <u>VenuNicole@gmail.com</u> | 646-373-7709



#### **EXPERIENCE**

#### 2021- PRESENT

# **ACCOUNT MANAGER, BRAWN MEDIA**

At Brawn Media I am responsible for supporting the company's sales goals by developing professional long-term relationships, discovering the needs of existing and referral clients and delivering innovative products with the highest level of quality, service, and integrity to exceed those needs. Daily activities include managing a portfolio of clients that can range from 15 - 20 clients. Handing project management in cross functional team collaborations, including design, web development, PPC, and SEO teams. Ensure the appropriate resources are in place and that the work is conducted in a timely fashion by the account team, within approved scope and budget. I am accountable for tracking and reporting of budgets throughout the life-cycle of each project. Primary portfolio focus is on website-based clients.

#### 2019 - 2020

# **DIGITAL MARKETING MANAGER, CAPRI BRAND**

At Capri Brand, my role started as a website designer. The client was unhappy with their previous website and desired a redesign and website maintenance. I later moved into the role of a Digital Marketing Manager. Created content and graphic illustrations for social media accounts (Instagram, Twitter, Facebook, LinkedIn) using Adobe Creative Suite apps such as Adobe XD, Illustrator, and Photoshop. Created a schedule of posts, themes, topics, and video blogs to be published on both the website and social media accounts, to ensure an upward trend of engagement and brand awareness using Hootsuite. Over 1,300 followers on IG. Through Google Analytics I tracked the traffic on the website and analyzed where the most traffic came from, as well as measuring bounce rates, returning visitors and sessions.

#### 2019-ON CALL

# LEAD WEB DESIGNER, INSPIRE HER: CONFIDENCE

At Inspire Her: Confidence, my position started as a web design and social media marketing intern, and later moved into the role of Lead Web Designer. Created website, designed layout, selected images and animations to create a digital platform that encompassed the purpose of the organization. Optimization of SEO and ongoing analyzation of Google Analytics. Over 1100 sessions since launch in 2019. Continuous maintenance of website. As time progresses and events come and go, the website undergoes updates and changes to stay relevant and modern. Promotion of the brand and ticket sales. Introduced the organization to other collectives and became partners. Brought brand awareness to universities and other institutions.

#### 2017 - 2019

# **LEAD SALES CONSULTANT, VERIZON WIRELESS**

Analyze the metrics of fellow sales consultants and show the trajectory of their current sales patterns. Created spreadsheets detailing sales metrics. Generated sales via telephone calls, follow ups, and maintaining positive customer relations.

#### 2015 - 2017

SALES AND MARKETING CONSULTANT, POWER HOME REMODELING GROUP

# Venus Nicole

New York <u>VenuNicole@gmail.com</u> | 646-373-7709

As a marketing consultant, leads were generated using door-to-door marketing methods, talking to homeowners, and closing them on a same-day if not next-day appointment for a home remodeling estimate. As a sales consultant, home remodeling estimates were given anywhere between \$4,000 and \$150,000 quotes.

#### **SKILLS**

- Verbal/Written Communication
- Computer Skills
- MS Outlook/Word/Excel
- Google Analytics
- Client/Product Research
- Detail Oriented
- Analytical Skills
- Strong Organizational skills
- A/B Testing
- Responsive Web Design
- Time Management
- Digital Marketing
- Project Management
- CRM
- B2B

#### **EDUCATION**

#### **MAY 2019**

# M.A. ANTHROPOLOGICAL BUSINESS AND MARKETING, SUNY ALBANY

A deeper study on cultural behaviors, and the anthropological method can be used in business.

#### **DECEMBER 2014**

#### **B.A. ANTHROPOLOGICAL BUSINESS & ECONOMICS, SUNY ALBANY**

With a focus in cultural anthropology, my degree focused on how culture behaviors and patterns can be used to create stronger marketing and business campaigns based on their audience's culture.

#### **LANGUAGES**

- English
- Spanish
- Portuguese



# **Experience**

Brawn Media has successfully worked with Shaker Place Rehabilitation and Nursing Center for the past three years, implementing the goals described herein. We executed a four-phase plan providing the nursing home with services for marketing research, a complete rebranding, new web site design and development, and strategic marketing plan. We also worked closely with executive management and staff to help them navigate the COVID-19 pandemic through online communication and positive messaging. Below is a brief description of the work we have performed to date:

#### PHASE 1: RESEARCH

We conducted a SWOT analysis and deep dive of Albany County Nursing Home's marketing strategies that were impacting their brand. This competitive analysis allowed our team to define the strengths and weaknesses of the brand. Brawn Media created surveys that were presented to the staff to develop an understanding of what people thought about the Albany County Nursing Home's brand and reputation. Both internal and external research showed how the Nursing Home fits into the competitive landscape of the industry. Our goal in this analytical phase was to define the current brand identity in order to develop a new and concrete brand strategy.

#### PHASE 2: BRANDING STRATEGY

Using the information from Phase 1, our team crafted a brand strategy, a new, unique identity for The Albany County Nursing Home. We produced name and tagline ideas, logo designs, mission statement and a brand standard guide. We also worked with numerous nursing home staff to review, edit and update materials including brochures, stationary, admissions agreement, promotional materials and other documents. It was in this phase that the Shaker Place Rehabilitation and Nursing Center name and logo were born.

# PHASE 3: WEBSITE DESIGN & DEVELOPMENT

With the brand strategy complete, Brawn Media designed and developed a new website for the Shaker Place Rehabilitation and Nursing Center. We once again worked with your team to define the website's goals to best determine the necessary features and functionality. We included multiple features to help increase website conversions for new resident inquiries and employment applications, including an online brochure, online forms, online application, marketing videos for employment and new residents, and a virtual video tour of the nursing home. The website was built using best practices for user experience and technical programming and includes an SSL certificate for enhanced security and SEO and an "A" standard for ADA compliance.

# **PHASE 4: MARKETING & EXECUTION PLAN**

In this fourth phase of the plan, Brawn Media built a strategic media plan to support immediate recruitment needs, as well as implemented Search Engine Optimization and online reputation management to help build brand awareness and improve organic search engine rankings. A Q3/Q4 2019 recruitment campaign generated over 200 applications for employment that led to numerous interviews and successful hires. Throughout 2020 and the COVID-19 pandemic, we remained agile, ensuring all NYS and CDC guidelines were communicated quickly and clearly to residents, staff and their loved ones through the web site and other digital media channels as directed. We worked quickly to redesign creative to depict COVID mask compliance and to promote Shaker Place's brand-new, spacious, state of the art facility. At the end of 2020, we created and executed multi-media campaigns for both recruitment as well as new residents. These campaigns continued through Q3 2021 generating over 550 phone calls.

# Recruitment

#### **FACEBOOK AD**



Shaker Place Rehabilitation & Nursing Center Sponsored • 3

Looking for a job that's inspiring and rewarding? Ready to work alongside experienced professionals who can help you advance your career? Join the Shaker Place team today and dedicate yourself to helping others in our brand new, state-of-the-art facility. The best part? We offer a compensation package that can't be beat! Apply today.



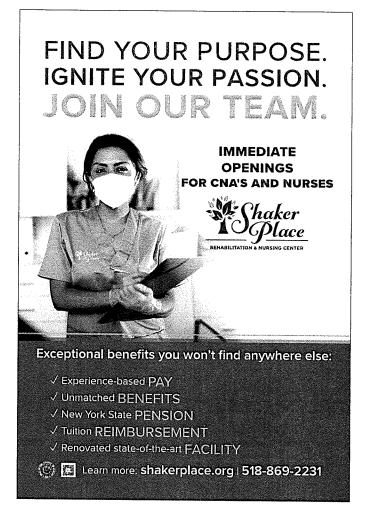
SHAKERPLACE.ORG

Now Hiring!

Immediate Openings for CNAs And Other Positi...

**Apply Now** 

#### **BUS SHELTER**

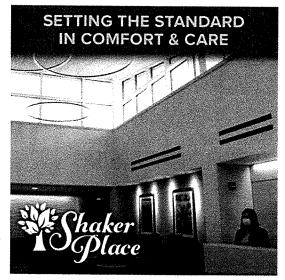


# New Resident

#### **FACEBOOK AD**



Our \$80 million renovation is now complete! Three brand-new, pristine wings are now open. Shaker Place provides a safe and spacious environment you won't find anywhere else.



HTTPS://WWW.SHAKERPLACE.ORG/RESOURCES/AD..
Watch Our Video Tour Now

Learn More

#### **DISPLAY AD**







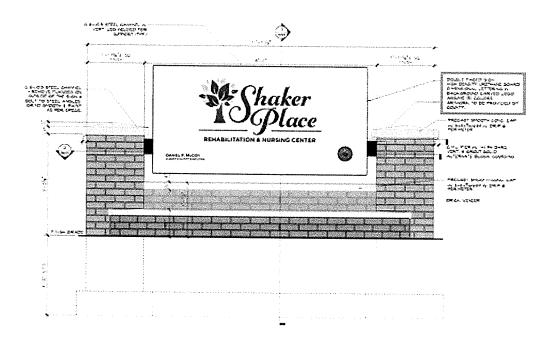
















# **SECTION II**

# References

# ► FORT TICONDEROGA, NY

Contact: Beth Hill

Phone: 518.585.2821 / Email: bhill@fort-ticonderoga.org

For 8 years, Brawn Media has been working with Fort Ticonderoga as their sole advertising agency. Brawn Media has provided a wide range of services for Fort Ticonderoga including brand development, logo creation, SEM/SEO, online listings management, social media advertising, brochure distribution management, as well as traditional advertising such as print, television, and radio placements. Brawn Media has also provided creative design and production for all printed materials, radio and television commercials, and online advertisements.

# ► ALBANY MEDICAL CENTER — ALBANY, NY

Contact: Eli Fanning

Phone: 518.264.3422 / Email: fannine@amc.edu

Brawn Media has been working with Albany Medical Center for over 8 years providing an extensive suite of services including creative development, media negotiations and executions, search engine marketing, social media advertising, online brand reputation management, IT consulting and assistance with publicity for senior staff and executives. Brawn Media also developed their Albany Med EmUrgentCare Website and developed various landing pages.

# **▶** BURNS MANAGEMENT – ALBANY, NY

Contact: Peter Rosecrans

Phone: 518.456.7155 / Email: prosecrans@burnsmgmt.com
Brawn Media began working with Burns Management in 2013, providing
marketing and advertising services for their portfolio of 23 properties throughout
the Capital Region, including website development, paid digital advertising, search
engine optimization, content development, creative development and online
directory listing management. We have also worked with their other vendors to
help streamline lead tracking and efficiencies for online conversions.



# **SECTION III**

# Plan Implementation

# **SCOPE OF SERVICES: CONTINUING SUCCESS**

Brawn Media is excited to capitalize on the success of our marketing efforts by continuing a partnership with Shaker Place Rehabilitation and Nursing Center. Our strategies will continue to focus on driving positive sentiment for the Shaker Place brand, helping Shaker Place navigate the messaging & impact of Covid-19, and increasing the total volume of qualified residents & staff through custom digital and traditional marketing campaigns.

# ADVANCE THE SHAKER PLACE BRAND IN A POSITIVE LIGHT

Positive perception, both internally and externally, remains a priority. From reputation management to content development, we highlight Shaker Place's devotion to high standards in quality of care and employee happiness. Our talented writers will continue to create content for social media, the website, industry publications and more to promote the transformation of Shaker Place into a state-of-the-art facility.

We will communicate often with key internal staff and management to be aware of healthcare performance audits, infection control surveys, CMS star ratings and other awards that we can quickly begin using in our marketing and advertising.

Our creative team has designed and will continue to produce promotional material that brings Shaker Place the attention it deserves. Through traditional signage, advertising creative, photography and video, Shaker Place's brand will have strong visibility throughout the community.

# **HELP SHAKER PLACE NAVIGATE COVID-19 PANDEMIC**

Brawn Media understands the importance of frequent and thorough communication during the Covid-19 pandemic. Our team will continue to create messaging that puts trust in Shaker Place efforts towards resident safety and that clearly defines county, state and federal CDC guidelines to the public. We will ensure this messaging is continually updated on the Shaker Place website, and that protocols are being followed in our advertising, photography and video services.

# MARKETING CAMPAIGNS FOR RECRUITMENT AND NEW RESIDENTS

We will build upon the learnings and success of our multimedia marketing campaigns to increase new resident inquiries at Shaker Place. This will include efforts such as paid search, display, Facebook, radio and print. Digital campaigns performance will continue to be tracked and refined based on results.

While the current job market has made recruitment efforts even more challenging than it has been in the past, Brawn Media has built a foundation of performance data and understands what tactics are the most efficient to meet your goals. We target your audience specifically where they are, through the medium they interact with the most, communicating the benefits of working at Shaker Place through both awareness and lead generation campaigns. This allows us to capture qualified candidates after multiple touchpoints. Employee retention strategies are equally important to recruitment. Through efforts like the Motivational Moments video series, Brawn Media will continue to help communicate staff value, acknowledge employee excellence, and encourage continued focus and engagement.



# **SECTION IV**

# **Cost Proposal**

#### **CONTINUATION OF CURRENT SERVICES**

# SEO & Online Reputation Management Services:

- Technical Optimization and Monitoring
- XML Sitemap Creation and Updates
- · Proper redirect set up and maintenance
- Maintain Site Structure and Integrity
- Robots.txt File Optimization
- Site Speed Optimization, Page Load Times, Image Compression
- On-Page Optimization
- Keyword Research and Improvements
- Content Hierarchy and Formatting Incorporation of Variations of Targeted Phrases
- Internal Linking Strategy Improve Contextual Relevancy throughout the Site
- Monthly Content/Blog Post (1)
- Add to BrawnGuard for online business listings management and location data management for Shaker Place
- Sync, correct and/or create business listings for Shaker Place across 70 different online search engines, directories, and mapping sites
- Suppress incorrect/duplicate listings that appear online
- Add enhanced content and features to online listings
- Monitor review sites for reviews, formulate responses, and post approved responses

# SEO & Online Reputation Management Cost: \$1,300 per month

# Organic Social Media Services:

- Write (4) social posts per month and schedule/post on Shaker Place's Facebook and Instagram pages.
- Create/source imagery for post from SP staff or from Brawn's creative resources.
- Work with Shaker Place staff to get imagery from events at the nursing home
- Monitor social media and engage with comments on Facebook & Instagram

Organic Social Media Cost: \$435 per month

SSL Annual Certificate: \$125

Annual Website Hosting: \$480

Motivational Moments Monthly Subscription: \$495 per month

Motivation Moments Monthly Website Updates: \$150 per month

Agency Monthly Retainer: \$125 Per Hour (Based on Need)

15% Agency Commission on Traditional Media Buy 15-30% Agency Commission on Digital Media Buy The above fees include the following:

- Media planning
- · Media negotiating and placement
- · Analysis and review of media opportunities
- · Verification of placements
- · Trafficking of all buys
- · Management of make goods
- · Post buy analysis
- Optimization
- · Setup of digital campaigns
- · Execution of buys
- · Reporting
- · Meetings with Albany County Nursing Home
- · Meetings with media vendors
- Securing value added opportunities
- · Review invoices and if necessary resolve conflict

Additional Services As Needed:

Creative Services: \$100 Per Hour

Photography: \$100-250 Per Hour (Depends on Needs)

Video Production: \$250 Per Hour

Website Development: \$150 Per Hour

Content Writing: \$65 Per Hour

# **COUNTY OF ALBANY**

# **COST PROPOSAL FORM**

# PROPOSAL IDENTIFICATION:

Title: <u>Consultant to Provide Integrated Communications Plan</u>
RFP Number: <u>2021-108</u>

COMPANY:	Brawn Media Inc
ADDRESS:	441 New Karner Rd
CITY, STATE, ZIP:	Albany, NY 12205
TEL. NO.:	518-472-0060 ext101
FAX NO.:	
FEDERAL TAX ID NO.:	20-2974704
REPRESENTATIVE:	Donna Brownson
E-MAIL:	donnab@ brownmediany.com
SIGNATURE AND TITLE	President & CEO
DATE <u>8/5/</u>	202

# **SECTION V**

# **Mandatory Documents**

#### **COUNTY OF ALBANY**

#### PROPOSAL FORM

#### PROPOSAL IDENTIFICATION:

Title: Consultant to Provide Integrated Communications Plan

RFP Number: 2021-108

#### THIS PROPOSAL IS SUBMITTED TO:

Karen A. Storm, Purchasing Agent Albany County Department of General Services Purchasing Division 112 State Street, Room 1000 Albany, NY 12207

- 1. The undersigned Proposer proposes and agrees, if this Proposal is accepted, to enter into a Contract with the owner in the form included in the Contract Documents to complete all Work as specified or indicated in the Contract Documents for the Contract Price and within the Contract Time indicated in this Proposal and in accordance with the Contract Documents.
- 2. Proposer accepts all of the terms and conditions of the Instructions to Proposers, including without limitation those dealing with the Disposition of Proposal Security. This Proposal may remain open for ninety (90) days after the day of Proposal opening. Proposer will sign the Contract and submit the Contract Security and other documents required by the Contract Documents within fifteen days after the date of County's Notice of Award.
- 3. In submitting this Proposal, Proposer represents, as more fully set forth in this Contract, that:
  - (a) Proposer has examined copies of all the Contract Documents and of the following addenda: (If none, so state)

Date

Number

DONE

(receipt of all of which is hereby acknowledges) and also copies of the Notice to Proposers and the Instructions to Proposers;

(b) Proposer has examined the site and locality where the Work is to be performed, the legal requirements (federal, state and local laws, ordinances, rules and regulations) and the conditions affecting cost, progress or performance of the Work and has made such independent investigations as Proposer deems necessary;

# **PROPOSED BUDGET**

Service/Campaign	Jan	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec	Total
SEO & Online Reputation Management Services	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$1,300	\$15,600
Organic Social Media Services	\$435	\$435	\$435	\$435	\$435	\$435	\$435	\$435	\$435	\$435	\$435	\$435	\$5,220
Annual Web Hosting	\$0	\$0	\$0	\$0	\$6	\$0	\$480	\$0	\$0	\$0	\$0	\$0	\$480
SSL Annual Certificate	\$0	\$0	\$0	<b>\$</b> 0	\$0	\$0	\$125	\$0	\$0	\$0	\$0	\$0	\$125
Motivational Moments Monthly Updates	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$1,800
Motivational Moments Monthly Subscription	\$495	\$495	\$495	\$495	\$495	\$495	\$495	\$495	\$495	\$495	\$495	\$495	\$5,940
Qtrly Video/ photo shoots for content/ website	\$500	\$	<b>\$0</b>	\$500	\$0	\$0	\$500	\$0	\$0	\$500	\$0	\$0	\$2,000
Recruitment/ New Resident Multi-Media Campaigns		\$22,500			\$12,000			\$22,500			\$12,000		\$69,000
TOTAL	\$25,380	\$2,380	\$2,380	\$14,880	\$2,380	\$2,380	\$25,985	\$2,380	\$2,380	\$14,880	\$2,380	\$2,380	\$100,16

COST YEAR ONE: \$100,165 COST YEAR TWO: \$100,165 **TOTAL CONTRACT: \$200,330** 

- (c) This Proposal is genuine and not made in the interest of or on behalf of any undisclosed person, firm or corporation and is not submitted in conformity with any agreement or rules of any group, association, organization or corporation; Proposer has not directly or indirectly induced or solicited any other Proposer to submit a false or sham Proposal; PROPOSER has not solicited or induced any person, firm or a corporation to refrain from Proposing; and Proposer has not sought by collusion to obtain for himself any advantage over any other Proposer or over the owner.
- 4. Proposer will complete the Work for the following prices(s): (Attach Proposal)
- 5. Proposer agrees to commence the Work within the number of calendar days or by the specific date indicated in the Contract. Proposer agrees that the Work will be completed within the number of Calendar days or by the specific date indicated in the contract.
- 6. The following documents are attached to and made a condition of this Proposal:
  - (a) Non-Collusive Bidding Certificate (Attachment "A")
  - (b) Acknowledgment by Bidder (Attachment "B")
  - (c) Vendor Responsibility Questionnaire (Attachment "C")
  - (d) Iranian Energy Divestment Certification (Attachment "D")
- 7. Communication concerning this Proposal shall be addressed to:

Phone: 5/8-472-0060 x/01

8. Terms used in this Proposal have the meanings assigned to them in the Contract and General Provisions.

#### ATTACHMENT "A" NON-COLLUSIVE BIDDING CERTIFICATE PURSUANT TO SECTION 103-D OF THE NEW YORK STATE GENERAL MUNICIPAL LAW

A. By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid, each party thereto certifies as to its own organizations, under penalty of perjury, that to the best of knowledge and belief:

- (1) The prices in this bid have been arrived at independently without collusion, consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other bidder or with any competitor.
- (2) Unless otherwise required by law, the prices which have been quoted in this bid have not knowingly been disclosed by the bidder and will not knowingly be disclosed by the bidder, directly or indirectly, prior to opening, to any bidder or to any competitor.
- (3) No attempt has been made or will be made by the bidder to induce any other person, partnership or corporation to submit or not to submit a bid for the purpose of restricting competition.

A bid shall not be considered for award nor shall any award be made where (1), (2), and (3) above have not been complied with; provided, however, that in any case the bidder cannot make the foregoing certification, the bidder shall so state and shall furnish with the bid a signed statement which sets forth in detail the reasons thereof. Where (1), (2), and (3) above have not been complied with, the bid shall not be considered for any award nor shall any award be made unless the head of the Purchasing Unit to the political subdivision, public department, agency or official thereof to which the bid is made, or his designee, determines that such disclosure was not made for the purpose of restricting competition.

The fact that a bidder (a) has published price lists, rates, or tariffs covering items being procured, (b) has informed prospective customer of proposed or pending publication of new or revised price lists for such items, or (c) has sold the same items to other customers at the same prices being bid, does not constitute, without more, a disclosure within the meaning of paragraph "A" above.

B. Any bid hereafter made to any political subdivision of the state or any public department, agency or official thereof by a corporate bidder for work or services performed or to be performed or goods sold or to be sold, where competitive bidding is required by statute, rule, regulation, local law, and where such bid contains the certification referred to in paragraph "A" of this section, shall be deemed to have been authorized by the Board of Directors of the bidder, and such authorization shall be deemed to include the submission of the bid and the inclusion therein of the certificate as to non-collusion as the act and deed of the corporation

Signature

President & CEO

Title

Brawn Media, Inc.

8/5/2021

# ATTACHMENT "B" ACKNOWLEDGMENT BY PROPOSER

If Individu	ıal or I	ndividual:	s:				
STATE O	F				)		
COUNTY	OF_				Ć	SS.:	
o	n th	is	day	of			20, before me personally appeared
						to me kno	wn and known to me to be the same person(s) described in and
who execu	ited the	within in	ıstrumer	ıt, and	he (or	they seve	rally) acknowledged to me that he (or they) executed the same.
							Notary Public, State of
							Qualified in
							Commission Expires
							Commission Expires
If Corporat	tion:	_					
STATE O	F A	EW 1	AUY.	K	,		
COUNTY		TIVO	YM	U	Ś	SS.:	
ω	n ~th	5	day	<b>7</b>	AI	1011	, 2021, before me personally appeared
$\Omega$	[Y_]Z	7 17				to rhe k	nown, who, being by me sworn, did say that he resides at (give
address)	4	YVIII.	MA D	PY	AI	10an	1 1 22 (that he is the (give title)
6/11	37	DIP	31/6	$V_{\overline{1}}$	11		, the corporation described in and which executed the above
instrument	; that I	ne knows	the seal	of the	corpo	ration, ar	d that the seal affixed to the instrument is such corporate seal:
that it was order.	so aff	ixed by o	rder of t	he boa	ard of	directors	of the corporation, and that he signed his name thereto by like
01402.							Midle which it is an
							WWW TO THE WAY
							Notary Public, State of MV (N)M
							PENCHIAFICIONIA
							Qualified in TIVIVIVIVIVIVIVIVIVIVIVIVIVIVIVIVIVIVIV
rcn .	. •						Commission Expires / 5/20/1
If Partnersh	mb:						Jessica Whitman Notary Public, State of New York
STATE O	F				)		Reg. No. 01WH6370679
COUNTY	OF_				)	SS.:	Qualified in Rensselaer County My Commission Expires February 5, 202-7
		On the		day o	£		
			to me l	known	to be	the indiv	20, before me personally cameidual who executed the foregoing, and who, being duly sworn,
did depose	and sa	v that he	she is a	nartn	er of tl	he firm of	and that he / she has
me anmoni	ty to si	gn une sar	ne, and	acknov	wieage	that he	/ she executed the same as the act and deed of said partnership.
							Notary Public, State of
							Qualified in
							Commission Expires

# ATTACHMENT "C" ALBANY COUNTY VENDOR RESPONSIBILITY QUESTIONNAIRE

1. VI	ENDORAS:			M					
	PRIME CONTRACTOR								
l	endor's legal business nan 16 Media, Inc	3. IDENTIFICATION NUMBERS a) FEIN # 20-2974704 b) DUNS #							
	B/A – Doing Business As (if applica	ble) & COUNTY FIELD:		5. WEBSITE ADI	ORESS (if	applicable)			
Br	oun Media	Albany		brown	ned:	any.c	om		
ł	odress of primary place of	a 1 Stite #2	D205	7. TELEPHONE NUMBER 518-472-	0060	8. FAX NUMBER			
9. AT	DRESS OF PRIMARY PLACE OF NEW YORK STATE, if different from	10. TELEPHONE NUMBER		11. FAX N	JMBER				
Na Tir Te Fa e-1	UTHORIZED CONTACT FOR THE une Donna Browns the President & GEO elephone Number 518-478 x Number mail donnab@brau STALL OF THE VENDOR'S PRIE	son 2-0060 Un mediany,c	δh						
a) NA	ME Donna Brownson	TITLE President 4 CEO	b) NAME		TITLE		·····		
c) NAI	ME	TITLE	d) NAME	E TITLE					
A DETAILED EXPLANATION IS REQUIRED FOR EACH QUESTION ANSWERED WITH A "YES," AND MUST BE PROVIDED AS AN ATTACHMENT TO THE COMPLETED QUESTIONNAIRE. YOU MUST PROVIDE ADEQUATE DETAILS OR DOCUMENTS TO AID THE COUNTY IN MAKING A DETERMINATION OF VENDOR RESPONSIBILITY. PLEASE NUMBER EACH RESPONSE TO MATCH THE QUESTION NUMBER.									
14. DOES THE VENDOR USE, OR HAS IT USED IN THE PAST FIVE (5) YEARS, ANY OTHER BUSINESS  NAME, FEIN, or D/B/A OTHER THAN THOSE LISTED IN ITEMS 2-4 ABOVE? List all other business name(s), Federal Employer Identification Number(s) or any D/B/A names and the dates that these names or numbers were/are in use. Explain the relationship to the vendor.									
15. ARE THERE ANY INDIVIDUALS NOW SERVING IN A MANAGERIAL OR CONSULTING CAPACITY TO THE VENDOR, INCLUDING PRICIPAL OWNERS AND OFFICERS, WHO NOW SERVE OR IN THE PAST ONE (1) YEARS HAVE SERVED AS:									
	<ul> <li>a) An elected or appointed public List each individual's name, to, and dates of service</li> </ul>	ic official or officer? business title, the name of the org	ganization aı	nd position elected or	appointed	Yes	∏⁄No		
	b) An officer of any political party organization in Albany County, whether paid or unpaid?  List each individuals name, business title or consulting capacity and the official political position held with applicable service dates.								

16.	WITHIN THE PAST (5) YEARS, HAS THE VENDOR, ANY INDIVIDUALS SERVING IN MANAGERIAL OR CONSULTING CAPACITY, PRINCIPAL OWNERS, OFFICERS, MAJOR STOCKHOLDER(S) (10% OR MORE OF THE VOTING SHARES FOR PUBLICLY TRADED COMPANIES, 25% OR MORE OF THE SHARES FOR ALL OTHER COMPANIES), AFFLITIATE OR ANY PERSON INVOLVED IN THE BIDDING OR CONTRACTING PROCESS:		
	<ol> <li>been suspended, debarred or terminated by a local, state or federal authority in connection with a contract or contracting process;</li> </ol>	☐ Yes	No No
	<ol><li>been disqualified for cause as a bidder on any permit, license, concession franchise or lease;</li></ol>		
	<ol><li>entered into an agreement to a voluntary exclusion from bidding/contracting;</li></ol>		
	<ol> <li>had a bid rejected on an Albany County contract for failure to comply with the MacBride Fair Employment Principles;</li> </ol>		
	<ol><li>had a low bid rejected on a local, state or federal contract for failure to meet statutory affirmative action or M/WBE requirements on a previously held contract;</li></ol>		
	<ol> <li>had status as a Women's Business Enterprise, Minority Business Enterprise or Disadvantaged Business Enterprise, de-certified, revoked or forfeited;</li> </ol>		
	<ol><li>been subject to an administrative proceeding or civil action seeking specific performance or restitution in connection with any local, state or federal government contract;</li></ol>		
	<ol> <li>been denied an award of a local, state or federal government contract, had a contract suspended or had a contract terminated for non-responsibility; or</li> </ol>		
	<ol><li>had a local, state or federal government contract suspended or terminated for cause prior to the completion of the term of the contract.</li></ol>		
	b) been indicted, convicted, received a judgment against them or a grant of immunity for any business-related conduct constituting a crime under local, state or federal law including but not limited to, fraud extortion, bribery, racketeering, price-fixing, bid collusion or any crime related to truthfulness and/or business conduct?	Yes	⊠No
	c) been issued a citation, notice, violation order, or are pending an administrative hearing or proceeding or determination of violations of:		-l.
	1. federal, state or local health laws, rules or regulations.	Yes Yes	M/No
17.	AGENCY?	Yes	[]/No
	Indicate if this is applicable to the submitting vendor or affiliate. State whether the situation(s) was a claim, judgment, injunction, lien or other with an explanation. Provide the name(s) and address(es) of the agency, the amount of the original obligation and outstanding balance. If any of these items are open, unsatisfied, indicate the status of each item as "open" or "unsatisfied."		
18.	DURING THE PAST THREE (3) YEARS, HAS THE VENDOR FAILED TO:		
	a) file returns or pay any applicable federal, state or city taxes? Identify the taxing jurisdiction, type of tax, liability year(s), and tax liability amount the vendor failed to file/pay and the current status of the liability.	☐ Yes	₩No
	b) file returns or pay New York State unemployment insurance? Indicate the years the vendor failed to file/pay the insurance and the current status of the liability.	☐ Yes	□No
	1.00	☐ Yes	□N <sub>0</sub>
19.	HAVE ANY BANKRUPTCY PROCEEDINGS BEEN INITIATED BY OR AGAINST THE VENDOR OR ITS AFFILIATES: WITHIN THE PAST SEVEN (7) YEARS (WHETHER OR NOT CLOSED) OR IS ANY BANKRUPTCY PROCEEDING PENDING BY OR AGAINST THE VENDOR OR ITS AFFILIATES REGARDLESS OR THE DATE OF FILING? Indicate if this is applicable to the submitting vendor or affiliate. If it is an affiliate, include the affiliate's name	☐ Yes	₩No
	and FEIN. Provide the court name, address and docket number. Indicate if the proceedings have been initiated, remain pending or have been closed. If closed, provide the date closed.		4
20.	IS THE VENDOR CURRENTLY INSOLVENT, OR DOES VENDOR CURRENTLY HAVE REASON TO BELIEVE THAT AN INVOLUNTARY BANKRUPTCY PROCEEDING MAY BE BROUGHT AGAINST IT? Provide financial information to support the vendor's current position, for example, Current Ration, Debt Ration, Age of Accounts Payable, Cash Flow and any documents that will provide the agency with an understanding of the vendor's situation.	☐ Yes	I√No



21	N. William V. Company			
21.	IN THE PAST FIVE (5) YEARS, HAS THE VENDOR OR ANY AFFILIATES:	☐ Yes	No	
	<ul> <li>a) defaulted or been terminated on, or had its surety called upon to complete, any contract (public or private)</li> </ul>	∐ 1 <i>©</i> i	[MNO	
	Indicate if this is applicable to the submitting vendor or affiliate. Detail the situation(s) that gave rise to the negative action, any corrective action taken by the vendor and the name of the contracting agency.			

1 "Affiliate" meaning: (a) any entity in which the vendor owns more than 50% of the voting stock; (b) any individual, entity or group of principal owners or officers who own more than 50% of the voting stock of the vendor; or (c) any entity whose voting stock is more than 50% owned by the same individual, entity or group described in clause (b). In addition, if a vendor owns less than 50% of the voting stock of another entity, but directs or has the right to direct such entity's daily operations, that entity will be an "affiliate" for purposes of this questionnaire.

# ALBANY COUNTY VENDOR RESPONSIBILITY QUESTIONNAIRE

FEIN#20-2974704

State of: New York ) ss.
County of: Albany )

# CERTIFICATION:

The undersigned: recognizes that this questionnaire is submitted for the express purpose of assisting the County of Albany in making a determination regarding an award of contract or approval of a subcontract; acknowledges that the County may in its discretion, by means which it may choose, verify the truth and accuracy of all statements made herein; acknowledges that intentional submission of false or misleading information may constitute a felony under Penal Law Section 210.40 or a misdemeanor under Penal Law Section 210.35 or Section 210.45, and may also be punishable by a fine and/or imprisonment of up to five years under 18 USC Section 1001 and may result in contract termination; and states that the information submitted in this questionnaire and any attached pages is true, accurate and complete.

The undersigned certifies that he/she:

- Has not altered the content of the questions in the questionnaire in any manner;
- Has read and understands all of the items contained in the questionnaire and any pages attached by the submitting vendor;
- Has supplied full and complete responses to each item therein to the best of his/her knowledge, information ad belief;
- Is knowledgeable about the submitting vendor's business and operations;
- Understands that Albany County will rely on the information supplied in the questionnaire when entering
  into a contract with the vendor;
- Is under duty to notify the Albany County Purchasing Division of any material changes to the vendor's responses.

Name of Business Brown Media Address 441 New Karner Rd City, State, Zip Albany, NY 12205

Signature of Owner \_

Printed Name of Signatory

Title President

Sworn before me this 5

Jessica Whitman Notary Public, State of New York Reg. No. 01WH6370679 Qualified in Rensselaer County My Commission Expires February 5, 2022

Printed Name

MAN

8 5 202

Date

#### Attachment "D" Certification Pursuant to Section 103-g Of the New York State General Municipal Law

- A. By submission of this bid/proposal, each bidder/proposer and each person signing on behalf of any bidder/proposer certifies, and in the case of a joint bid, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of its knowledge and belief that each bidder is not on the list created pursuant to paragraph (b) of subdivision 3 of Section 165-a of the New York State Finance Law.
- B. A Bid/Proposal shall not be considered for award, nor shall any award be made where the condition set forth in Paragraph A above has not been complied with; provided, however, that in any case the bidder/proposer cannot make the foregoing certification set forth in Paragraph A above, the bidder/proposer shall so state and shall furnish with the bid a signed statement which sets forth in detail the reasons therefor. Where Paragraph A above cannot be complied with, the Purchasing Unit to the political subdivision, public department, agency or official thereof to which the bid/proposal is made, or his designee, may award a bid/proposal, on a case by case business under the following circumstances:
  - 1. The investment activities in Iran were made before April 12, 2012, the investment activities in Iran have not been expanded or renewed after April 12, 2012, and the Bidder/Proposer has adopted, publicized and is implementing a formal plan to cease the investment activities in Iran and to refrain from engaging in any new investments in Iran; or
  - 2. The political subdivision makes a determination that the goods or services are necessary for the political subdivision to perform its functions and that, absent such an exemption, the political subdivision would be unable to obtain the goods or services for which the contract is offered. Such determination shall be made in writing and shall be a public document.

5/2021

Presidento CEO Title Brawn Media Inc. Company Name

# BRAWNMEDIA



THANK YOU FOR YOUR CONSIDERATION.