

# **Capability Narrative**

Mogul Media delivers impactful **marketing, advertising and strategic communications** solutions. We transform complex projects into effective public campaigns, building trust and inspiring action within the community.

# **Core Competencies**

### **5** Comprehensive Strategic & Crisis Communications

Clear, decisive messaging that transforms complex policies into compelling stories, maintaining public trust during both everyday operations and critical moments.

### > Full-service Advertising

Strategic envisioning, innovative design and meticulous implementation across digital and traditional channels where your communities connect.

### Data-driven Marketing Consulting

Research what matters, measure what works, and optimize every dollar for maximum impact.

### **Engaging Content Creation**

Compelling videos, engaging digital media, and accessible content that translate complex programs into stories the community understands.

### Integrated Media Services

Expert media buying and strategic placement ensures your message finds the right audience at the right time, building awareness and trust.

## Differentiators

- Our team brings **50+ years of combined experience** in both government and business, helping tackle your toughest communication challenges.
- We turn complex government projects into **simple, effective campaigns** that people actually understand and engage with.
- Being a **small, flexible team** means we can pivot quickly when policies change or new issues arise—nothing slowing us down.

# **Featured Experience**

#### Washington State Dept. of Financial Institutions

April 2024-March 2025

Designed and implemented a statewide public awareness campaign focused on financial fraud prevention, achieved exceptional reach and engagement across diverse communities.

 56.7% lift in website traffic | 95% increase in social media engagement | 36.2 million total impressions | 110,895 landing page views | 96% video completion rates on digital content | Delivered content in 5+ languages

#### Washington State Dept. of Commerce

September 2024-June 2025

Delivered communications and strategic community engagement services for Washington State's Community Reinvestment Project (CRP), an initiative uplifting communities disproportionately impacted by drugs.

• Increased program visibility and community participation | Created compelling content | Delivered 100% of project deliverables on time and within budget

### Yakima Valley College

October 2024-June 2025

Provided marketing and paid media outreach services supporting student recruitment. Developed and implemented strategic communications plan targeting prospective students in rural, Hispanic communities, with emphasis on cultural competency.

 865,000+ digital impressions | 13,600+ link clicks with highly efficient average CPC | Delivered specialized Spanish-language content

# **Corporate Data**

Legal Name: Mogul Media LLC Year of Incorporation: 2016 UBI: 604-029-016 FEIN: 81-3715826 UEI: NGFYNR5MRSM4 CAGE: 9YD28 DUNS: 122781378

# Contact

#### **Christine Umayam**

Chief Impact Officer, Founder

#### **Mindy Aguon**

**Director of Client Success** 

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# State Contract

WA Statewide Marketing & Comms Contract Holder: <u>DES Contract 20422</u> Statewide Vendor: SWV0317640-00

## Certifications

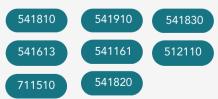


 OMWBE:
 M4F0028672

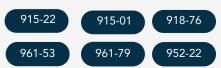
 King County SCS:
 5488

 NMSDC:
 NW07179

## **NAICS Industry Codes**



## **Commodity Codes**



R701 Support Management: Advertising R708: Support Management: PR

