



8(a) and EDWOSB certified

## End-to-End Support, Continuous Optimization.

Always striving to provide more value to customers, Red Carrot Project Managers not only follow industry best practices but also apply Red Carrot's Active Project Management Process to exceed customer expectations.

Red Carrot believes in active program management and operates as an extension of your team. Active project management means that we identify, assign, and drive issues to resolution. We manage the project by creating timelines, identifying deliverables, and completing projects on time and within budget while adhering to high-quality standards and meeting all our client's needs.

Red Carrot has a proven method of obtaining stakeholder input to facilitate successful projects and programs. This is built on our experience, which shows that stakeholders are more invested in initiatives with a shared understanding.

### Our Successful Active Project Management Process

- 1 Attains client support and collaboration
- 2 Creates Review Board for key executives
- 3 Establishes clear goals and objectives
- 4 Identifies, analyzes, and manages issues and risks
- 5 Utilize escalations effectively for decision-making
- 6 Provides tools for tracking, reporting, and communicating
- 7 Fosters effective Stakeholder engagement
- 8 Produces Final Outputs

### Red Carrot is a trusted 8(a) and EDWOSB full-service agency

with experience providing innovative integrated solutions to our clients. We understand the nuances of providing end-to-end management consulting support to high-impact clients, such as the U.S. Federal Government.

### Contact Information

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[theredcarrot.com](http://theredcarrot.com)

## Our Capabilities



### ADVERTISING

Media Planning  
Media Buying  
Outreach Campaigns  
TV, Print, Radio, Outdoor  
Digital Advertising



### DIGITAL ENGAGEMENT

Web Architecture  
Web Design  
Content Management  
SEO/SEM  
Analytics



### STRATEGIC PLANNING

Communication Audits  
Informational Interviews  
Quantitative Studies  
Focus Groups  
Competitive Analysis  
Best Practices Benchmarking  
Program Evaluations



### BRAND DEVELOPMENT

Brand Plan  
Communications Plan  
Logo and Brand Identity  
Marketing Collateral Development  
Multicultural Outreach



### PUBLIC RELATIONS

Press Releases  
Media Clippings  
Satellite Media Tour  
Online Reputation Management  
Earned Media Strategy  
Influencer Outreach



### MANAGEMENT CONSULTING

Active Program Management  
Workforce Operating Modeling  
Process Improvement  
Risk Analysis  
Technical Writing  
Digital Transformation  
Organizational Change  
Data Analytics



### GRAPHIC DESIGN

Concept Development  
Brand Development  
Rebranding  
Printed Collaterals  
Illustration  
508-Compliance



### SOCIAL MEDIA

Social Media Management  
Community Management  
Social Media Listening  
Social Media Content Creation



### HUMAN CAPITAL SOLUTIONS

Operations Staffing  
Administrative Support  
Recruitment & Retention  
Transforming Operations  
Diversity, Equity, and Inclusion  
Employee Journey  
Team Alignment  
Program Delivery



### VIDEO PRODUCTION

Animated Videos  
Testimonial Videos  
PSA Videos  
508-Compliance



### EVENTS

Site Selection  
Travel & Logistics  
Virtual Events  
Trade Shows  
Recruiting Events  
Event Management

## NAICS

512110	541511	541613	541810	541840	541870	541922	561320
515120	541611	541614	541820	541850	541890	541990	561920
541430	541612	541618	541830	541860	541910	561110	611430

## Our Clients

