Multiple Award Schedule
Contract number: 47QRAA20D003S

Online access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage!, a menu-driven database system. The internet address GSA Advantage! is: www.gsaadvantage.gov

CONTRACT PERIOD
December 30, 2019 - December 29, 2024

CONTRACT CONTACT
Robyn Healy-Campbell
Founder and CEO

722 N. Broadway Ave., Ste. 401
Oklahoma City, OK 73102
405.848.7330
405.974.0795
robyn.healy@candcok.com
candcok.com

BUSINESS SIZE
Small/Disadvantaged
8(a) Certified
(WOSB)
(EDWOSB)
HUBZone Business

Multiple Award Schedule
Federal Supply Group: Professional Services

For more information on ordering from Federal Supply Schedule click on the FSS Schedules button at fss.gsa.gov.

Price list current as of Modification #PS-A812 effective February 3, 2020.

Authorized Federal Supply Service Price List

CAMPBELL & COMPANY ADVERTISING AGENCY
CLEAR, CONCISE, CONSISTENT, CREATIVE, COMMUNICATION

As an award-winning, full-service advertising agency, our ideas are anything but small. Campbell & Company Advertising Agency (C&C) offers years of experience creating successful traditional, digital and nontraditional marketing campaigns for a wide variety of government entities. We understand the unique requirements and responsibilities inherent with performing state and federal work.

We offer complete in-house capabilities to fulfill all advertising and marketing projects to the highest standards. In addition to an experienced, talented staff of marketing professionals, we utilize the latest technology to produce cost-effective and compelling messages and government outreach program communications featuring some of our Emmy award-winning video productions.

CATALOG AND PRICELIST
ABOUT
Campbell & Company Advertising Agency (C&C)

C&C’s Creative Team brings more than 50 years of hands-on creative expertise and experience to our creative services. We produce memorable story-telling work that not only resonates with our audiences and their families, through education, awareness, inspiration and hope; but will also generate interest and responsiveness from the marketplace, with the bonus that rings the bell in award competitions too. C&C has won over 150 awards for TV, radio and print as well as websites and collateral materials. We have won numerous Emmy Awards for journalism and even international film awards. C&C is essentially a creative and strategic all-star team comprised of the best and brightest practitioners around. Our team does it all, and most importantly, we do it exceptionally well.

C&C is a certified small Disadvantaged Business Enterprise (DBE) with certifications from the U.S. Small Business Administration (SBA) as follows: 8(a), HUBZone, WOSB (Women-Owned Small Business) and EDWOSB (Economically Disadvantaged Small Business).

C&C is pleased to offer an expanded range of relevant services through our Multiple Award Schedule contract. This Federal Supply Schedule is a flexible, easy-to-use task order contract available to all Federal agencies and government-owned corporations. This catalog describes our services available through the Professional Services contract mechanism and provides all of the necessary details concerning prices and the ordering of services.

Robyn Healy-Campbell
Founder and CEO
722 N. Broadway Ave., Ste. 401
Oklahoma City, OK 73102
405.848.7330     405.974.0795
robyn.healy@candcok.com

candcok.com
**CUSTOMER INFORMATION**

1. **Awarded Services:**
   - 541810: Advertising Services
   - 541820: Public Relations Services
   - 541613: Marketing Consulting Services
   - 512110: Video and Film Production
   - 541430: Graphic Design Services
   - 541511: Web Based Marketing Services
   - 541511: Administrative Management Services
   - 541850: Outdoor Advertising and Exhibit Design
   - 541910: Marketing Research and Analysis
   - 541922: Commercial Photography Services
   - 561920: Event and Trade Show Planning Services
   - 611430: Professional Development Training

2. **Maximum Order:**
   - $1,000,000.00

3. **Minimum Order:**
   - $100.00

4. **Geographic Coverage (Delivery Area):**
   - Domestic and Overseas

5. **Point of Production:**
   - Oklahoma City, OK, USA

6. **Discount from List Prices or Statement of Net Price:**
   - Government net prices, discount deducted

7. **Quantity Discounts:**
   - 5% discount on purchases over $100,000

8. **Prompt Payment Terms:**
   - Net 30 days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9a. **Government Purchase Cards:**
   - Accepted at or below the micro-purchase threshold

9b. **Government Purchase Cards:**
   - Not accepted above the micro-purchase threshold

10. **Foreign Items (list items by country of origin):**
    - None

11a. **Time of Delivery:**
    - Determined at time of task order

11b. ** Expedited Delivery:**
    - Determined at time of task order

11c. ** Overnight and Two-Day Delivery:**
    - Determined at time of task order

11d. **Urgent Requirements:**
    - Under i-FSS-140-B, the Agency may contact us for the purpose of obtaining accelerated delivery

12. **F.O.B. Point:**
    - Destination

13a. **Ordering Address:**
    - Campbell & Company Advertising Agency
    - 722 N. Broadway Avenue, Suite 401
    - Oklahoma City, OK 73102
    - P: 405.848.7330
    - E: campandco@mac.com

13b. **Ordering Procedures:**
    - For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. **Payment Address:**
    - Campbell & Company Advertising Agency
    - 722 N. Broadway Avenue, Suite 401
    - Oklahoma City, OK 73102

15. **Warranty Provision:**
    - N/A

16. **Export Packing Charges:**
    - N/A

17. **Terms and Conditions of Government Purchase Card Acceptance:**
    - N/A

18. **Terms and Conditions of Rental, Maintenance, and Repair:**
    - N/A

19. **Terms and Conditions of Installation:**
    - N/A

20a. **Terms and Conditions of Repair Parts Indicating Date of Parts Price Lists and Any Discounts from List Prices:**
    - N/A

20b. **Terms and Conditions for Any Other Services:**
    - N/A

21. **List of Service and Distribution Points:**
    - N/A

22. **List of Participating Dealers:**
    - N/A

23. **Preventive Maintenance:**
    - N/A

24a. **Environmental and Other Special Attributes:**
    - N/A

24b. **Electronic and Information Technology:**
    - N/A

25. **Data Universal Numbering System (DUNS) number:**
    - 048105098

26. **Notification regarding registration in System for Award Management (SAM) database:**
    - Registered
## CUSTOMER INFORMATION


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<th>Labor Category</th>
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**The Service Contract Labor Standards (SCLS) also known as the Service Contract Act (SCA), is applicable to this contract and it includes SCLSSCA applicable labor categories. The prices for the cited SCLSSCA labor categories are based on the U.S. Department of Labor Wage Determination Number identified in the SCLSSCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e. nationwide).**

SCLS Eligible Category: Intern  
SCLS Equivalent Code Title: 01611-Word Processor I  
Wage Determination: 2015-5316
C&C’s creative team brings more than 50 years of hands-on creative expertise and experience to our creative services. C&C has won over 150 American Advertising Awards (ADDYs) for TV, radio and print, as well as websites and collateral materials. We have won numerous Emmy awards for journalism and even international film awards. Our team does it all, and most importantly, we do it exceptionally well.

Awarded Labor Categories

Senior Principal
Duties: Agency Chief Executive Officer who oversees all aspects of client relations, program strategy and design, marketing services and business operations. Provides executive-level support for stakeholders, interpretive planning, and project planning. Responsible for ensuring high-performance from the project team.
Minimum Experience: 20 years in creative communications and business management including brand strategy and exhibition design and production
Minimum Education: BA/BS Degree

Creative Director
Duties: Provides creative direction for video, web, digital and print media projects. Designs, directs and implements the production process and is ultimately responsible to ensure the final product adheres to the agreed-upon concept and that the program stays within budget. Supervises and directs agency creative product (design and copy), visual strategy development, photo, and video shoots.
Minimum Experience: 10+ years in design with all forms of media - print, video, web, etc. Proficient in the latest technologies in printing, graphic design, photography and video production.
Minimum Education: BA/BS Degree

Senior Marketing Director
Duties: Develop and coordinate strategic integration of marketing methods into program activities. Oversee marketing planning, communication and integration of activities into current and future project objectives. Support team measuring program impact and activities. Meet with clients regularly to discuss progress, propose initiatives, and establish priorities.
Minimum Experience: 20 years in creative communications and business management including brand strategy and exhibition design and production
Minimum Education: BA/BS Degree

VP of Client Services
Duties: Provides counsel and leadership to influence and impact client strategy; primary client contacts are at a strategic level in the client organization. Ensures that the appropriate industry best practices are an integral part of client projects. Identifies opinion leaders / interest group activities / coalitions to add value to client objectives. Takes into account the broader market/sector, business trends, and client’s internal goals. Develops and implements program measurement tools appropriate to client strategy and business objectives.
Minimum Experience: 8 years’ experience in providing client account leadership
Minimum Education: Bachelor’s degree in an associated technical discipline, or 2 additional years of experience and a high school diploma is equivalent to a Bachelor’s degree.
**Principal Consultant**
Duties: This position is responsible for planning and delivering the relevant set of services. In this role, this person understands the customer requirements, translates those requirements into plans for performing services, supervises the performance of services, performs services, provides advice and counsel, and provides quality control and oversight.
Minimum Experience: 10 years of relevant work experience in one or more of the following service areas: business administration, public policy, economics, political science, communications, planning, statistics, technology, and policy.
Minimum Education: BA/BS Degree

**Accounting Coordinator**
Duties: Establishes accounts at corporate bank for marketing receipts; Establishes tracking system; Processes all event and marketing related receivables and payables; Reconciles event and marketing accounts with customers; Assists in developing marketing budgets; Prepares and submits timely financial reports.
Minimum Experience: Must have at least four (4) years of experience working with government contracts and at least two (2) years serving as an accounting coordinator or equivalent private sector experience.
Minimum Education: Bachelor’s degree in an associated technical discipline, or 2 additional years of experience and a high school diploma is equivalent to a Bachelor’s degree.

**Analyst I**
Duties: Serves as a senior-level team member. Responsibilities include team performance, project assignments, and mission tracking. Researches marketing data and extrapolates the necessary information needed to accurately target the customer’s market.
Minimum Experience: Over 10 years of relevant management, organizational or technical experience
Minimum Education: Bachelor’s degree in an associated technical discipline or 2 additional years of experience and a high school diploma is equivalent to a Bachelor’s degree.

**Senior Program Manager/Task Manager**
Duties: Takes overall responsibility for complex programs/campaigns. Contributes strategic planning to design programs that fulfill client requirements and supervises all campaign elements to ensure the program meets or exceeds the client’s highest expectations. Designs the most cost-effective means of achieving client goals. Will serve as the primary point of contact with the client in regards to program vision, strategy and oversight while supervising staff in charge of implementation-level activities to ensure that the client is up-to-date on program status and overall progress. Guides the development of program components and acts as a quality assurance officer over all program elements. Oversees budget expenditures, ensures the strategic focus and coordination of talent groups, and directs administrative and billing personnel.
Minimum Experience: 7+ years managing large complex projects
Minimum Education: BA/BS Degree

**Senior Administrative Support**
Duties: Capability to provide a broad range of administrative support to strategic marketing and communications programs.
Minimum Experience: 8 years of progressive experience in administration
Minimum Education: BA/BS Degree
**Quality Assurance Specialist**
Duties: Develops, modifies, applies, and maintains standards for quality operating methods and procedures. Provides coordination and guidance in preparing appraisals of systems and numerical and computing techniques, and integrating computers into the overall functions of scientific computation, and data acquisition, transmission, and processing. Ensures that corrective measures meet acceptable reliability standards. Develops an overall testing plan to ensure implementation according to project and contract requirements. Ensures that project control documentation complies with the contract.
Minimum Experience: 7+ years
Minimum Education: BA/BS Degree

**Administrative Assistant**
Duties: Assists in office administration with general secretarial tasks. Must have a working knowledge of word-processing programs like Microsoft Office and printing/copying programs and equipment. Responsible for filing, composing correspondence, answering the telephone and relaying messages. Must be able to communicate effectively, orally and in writing, and must possess a high quality of customer service skills.
Minimum Experience: 4+ years of experience in secretarial or clerical office work with preferred use of word-processing systems (Word), presentation systems (PowerPoint), and spreadsheet systems (Excel).
Minimum Education: BA/BS Degree

**Director of Photography**
Duties: Plans, directs and coordinates shoots by conferring with the Creative Director regarding the interpretation of a scene and the desired effects. Observes set or location and reviews other information relating to natural or artificial conditions to determine shooting and lighting requirements. Selects cameras, accessories, and equipment using knowledge of photography techniques, requirements, and computations. Edits photos as needed utilizing Adobe Photoshop and Lightroom.
Minimum Experience: 5+ years
Minimum Education: BA/BBA, or 2 additional years of experience and a high school diploma is equivalent to a Bachelor’s degree.

**Cinematographer**
Duties: Works under the direction of the Creative Director. Responsible for operating cameras in single or multi-camera setups. Possess the visual skills and technological knowledge required to operate cameras.
Minimum Experience: 5+ years
Minimum Education: BA/BBA, or 2 years of experience and a high school diploma is equivalent to a Bachelor’s degree.

**Producer**
Duties: Plans and coordinates various aspects of video productions. He/She staffs production crews and manages team members assigned to all phases of production. Serves as a quality assurance specialist during all phases of production. Collaborates with the Creative Director to ensure production requirements are met.
Minimum Experience: 5+ years
Minimum Education: BA/BBA, or 2 years of experience and a high school diploma is equivalent to a Bachelor’s degree.
Script Writer
Duties: Responsible for creating the story and script for the production. Must know how to write a variety of scripts including film scripts, audio/visual scripts, treatments, etc. Works with the director and producer to make corrections and revisions until a final script is approved.
Minimum Experience: 8 years
Minimum Education: BA/BS Degree

Casting Director
Duties: Works with the Director and Producer to cast the talent for video production and still photography projects. May work for or with a casting company. Arranges the casting call and works with the talent to make sure they have everything they need for the casting session.
Minimum Experience: 8 years
Minimum Education: BA/BS Degree

Voice-Over Narrator
Duties: A voice-over professional who is hired to use their voice in the project. Works with the Director to record their voice with feeling and emotion that is appropriate to the story and video project.
Minimum Experience: 8 years
Minimum Education: BA/BS Degree

Sound Engineer
Duties: Controls equipment to record sound originating on-set. Analyzes environment conditions to determine the most appropriate equipment to obtain sound. Operates recording equipment during the shoots and observes audio.
Minimum Experience: 5+ years
Minimum Education: BA/BBA, or 2 years of experience and a high school diploma is equivalent to a Bachelor’s degree.

Lighting Director
Duties: Plans all aspects of lighting production. Works under the direction of the Creative Director to convey the desired on-screen effect.
Minimum Experience: 5+ years
Minimum Education: BA/BBA, or 2 years of experience and a high school diploma is equivalent to a Bachelor’s degree.

Final Cut Pro Editor
Duties: Responsible for editing the final product and integrating motion graphics, audio, raw footage, and images. Utilizes Final Cut Pro as the primary software for editing.
Minimum Experience: 5+ years
Minimum Education: BA/BBA, or 2 years of experience and a high school diploma is equivalent to a Bachelor’s degree.

Motion Editor
Duties: Responsible for editing the final product and integrating motion graphics for use in the final production. Utilizes Motion and/or After Effects as the primary software for the development of motion graphics.
Minimum Experience: 5+ years
Minimum Education: BA/BBA, or 2 years of experience and a high school diploma is equivalent to a Bachelor’s degree.
**Encoding Editor**
Duties: Encodes video for a variety of formats including DVD, broadcast, and web. He/She also develops and authors DVD navigation and menus.
Minimum Experience: 5+ years
Minimum Education: BA/BBA, or 2 years of experience and a high school diploma is equivalent to a Bachelor’s degree.

**Boom Operator**
Duties: Responsible for operating the audio boom. Must have an understanding of microphone types and directions. For live or recorded learning environments, the boom operator provides audio for the live or recorded training.
Minimum Experience: 5+ years
Minimum Education: BA/BBA, or 2 years of experience and a high school diploma is equivalent to a Bachelor’s degree.

**Gaffer**
Duties: Responsible for the execution of the Lighting Director’s and Director’s plan for video production. Must know how to set up different lighting schemes and re-create lighting environments.
Minimum Experience: 5+ years
Minimum Education: BA/BBA, or 2 years of experience and a high school diploma is equivalent to a Bachelor’s degree.

**Grip**
Duties: Provides camera support with dolly systems, cranes, and tripods. Must know how to create lighting set-ups using lights, flags, stingers, tripods, c-stands, and grip packages.
Minimum Experience: 5+ years
Minimum Education: BA/BBA, or 2 years of experience and a high school diploma is equivalent to a Bachelor’s degree.

**Prop Master**
Duties: Responsible for purchasing, acquiring, and/or manufacturing any props needed for production. Must have an understanding of recording and tracking expenses and budgets for the props, and must be able to provide expense reports at the completion of the production.
Minimum Experience: 5+ years
Minimum Education: BA/BBA, or 2 years of experience and a high school diploma is equivalent to a Bachelor’s degree.

**Media Relations Strategist**
Duties: Recommends a strategy for advancing information to media. Develops media lists and materials, including draft media advisories, talking points, fact sheets, infographics, and media pitches. May interface with media, as required; schedules interviews and editorial coverage; provide media training. Collects metrics on media coverage in print, broadcast, and social media. May work directly with agency customers, as directed.
Minimum Experience: 10+ years
Minimum Education: BA/BS Degree
Media Buyer
Duties: Works with production manager to implement all media plans, negotiates advertising rates with all media outlets, collects tear sheets and coordinates vendor payments, and maintains advertising files.
Minimum Experience: 10+ years of experience in media buying and planning
Minimum Education: BA/BS Degree

Public Relations Specialist
Duties: Develops public involvement plans for studies, projects, and programs, with particular focus on supporting environmental reviews. Has knowledge of SEQRA, NEPA, and Article 7 processes, as well as Environmental Justice and Section 508 requirements. Manages and facilitates public meetings, interagency meetings, and hearing processes. Ensures accessibility to information, meeting locations, and materials. Maintains logbooks, documenting public engagement to ensure adherence to adopted public involvement plans. May work directly with agency customers, as directed.
Minimum Experience: 10+ years
Minimum Education: BA/BS Degree

Events Project Manager
Duties: Plans, coordinates and supervises meetings, events and press conferences including vendor and venue selection, ad negotiation, attendee management, travel coordination, audio visual, meals, presentations, booths, exhibits and event communication. Manages speaker services, online registration, event promotion, budgets, vendor payment, and reconciliation.
Minimum Experience: 10+ years
Minimum Education: BA/BS Degree

Events Coordinator
Duties: Responsible for the day-to-day execution of event tasks, this includes, but is not limited to the following: Lead person responsible for the execution of event details; Works closely with customers; Supplies details for event website; Supplies details for the online registration system; Works with support vendors; Maintains event files; Communicates with Project Manager weekly
Minimum Experience: At least five (5) years of experience working as an event planner or closely related occupation. Must have a comprehensive knowledge of state-of-the-art methods and techniques that can be used for events and experience with state-of-the-art audio-visual equipment. Must be familiar with all aspects of meeting/conference planning. Must be able to demonstrate exceptional “people” skills and have outstanding professional references.
Minimum Education: BA/BS Degree

Training Specialist
Duties: Works under the close supervision of more senior project staff. Assists with data collection, including obtaining publicly available information and assembling the data into useful forms. May also assist with analysis and writing.
Minimum Experience: 5+ years of relevant work experience in one or more of the following service areas: business administration, public policy, economics, political science, communications, planning, statistics, technology, and policy.
Minimum Education: BA/BS Degree
**Logistics & Scheduling Specialist**
Duties: Works at the training center or customer site and is responsible for supporting logistics, travel logistics, and/or scheduling for courses, instructors and materials. Schedules, coordinates, and communicates all scheduling and logistics from start to closeout. Must be able to utilize automated travel or scheduling systems or programs as needed. Must be able to handle the processing of large volumes of data and perform data reduction and editing. Must have a high level of customer service skills and be able to communicate effectively.
Minimum Experience: 4+ years of experience in customer service experience, logistics, and planning experience.
Minimum Education: BA/BS Degree

**Web Designer (Digital/Social)**
Duties: Responsible for the strategic development of digital, web, online and interactive technologies. Provides media and technology solutions to clients throughout the corporate and public domains, and oversees the design and architecture of information and software development. Web strategy and tactics development include working with the client and other web professionals to integrate other client activities into a cohesive integrated marketing approach that leverages the internet and social media for awareness, outreach and collaboration.
Minimum Experience: 3 years of leading strategic outreach programs using interactive technology
Minimum Education: BA/BS Degree

**Art Director/Senior Graphic Designer**
Duties: Develop visually compelling designs and creative layout including graphic design, layout execution, typography, photo research, illustration, and photography for a variety of media based on the client’s needs. Position works closely with creative directors, writers, and account management staff. Utilizes software including Adobe Illustrator, Photoshop, and InDesign.
Minimum Experience: 10+ years of advertising agency experience interacting with clients and internal agency personnel. Proficient with the latest technologies in printing, graphic design, photography and video production.
Minimum Education: BA/BS Degree

**Graphic Designer**
Duties: Designs creative materials based on the creative direction, conceptual design and image-branding decisions provided by the creative team and the marketing team. Applies the creative design to all media including graphic design, layout execution, typography, photo research, illustration, and photography. Utilizes software such as Adobe Illustrator, Photoshop, and InDesign.
Minimum Experience: 3 years of graphic design experience in the advertising industry
Minimum Education: BA/BS Degree

**Writer/Editor**
Duties: Has the lead responsibility and oversight for writing descriptive copy (content) that best reflects the marketing strategy and client’s objectives. Gathers data from subject matter experts and writes copy for reports, proposals, scripts, advertisements, new product introductions, press releases and promotional materials for all media outlets, including print, radio, TV, and websites. Experienced in technical writing as well as traditional advertising/marketing copywriting.
Experience: 3+ years of experience providing professional editing services
Education: BA/BS Degree
**Proofreader**
Duties: Reviews all work before sending proofs to the client or printer. Reviews work for layout consistency, proper hyphenation and use of typography. When requested, provides full read-through of text for grammar, spelling, and punctuation. Proficiency in English grammar, spelling and proofreader’s marks.
Experience: 3+ years of proofreading for all types of publications including websites, curriculum, books, magazines, and technical reports.
Education: BA/BS Degree

**Intern**
Duties: Assists in office administration, market research, data entry, cold-calling, and proofreading. Must have a working knowledge of Microsoft Office Suite and Google Suite. Reports directly to administrative assistants.
Minimum Experience: 1+ years of office work
Minimum Education: High School Diploma

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**Multiple Award Schedule SINs**

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C&C IS AN EXPERIENCED GOVERNMENT CONTRACTOR:

Department of Commerce, NOAA – Strategy, Marketing & Public Relations
Department of Energy – Video Production
Oklahoma Air National Guard – Graphic Design
Kentucky Army National Guard – Digital & Social Media
Kentucky Air National Guard – Cinema, Digital & Social Media
Oklahoma Office of Workforce Development, Oklahoma Works – Video Production & Email Marketing
Oklahoma District Attorneys Council, Oklahoma Crime Victims Compensation Program – Branding & Graphic Design

EACH YEAR OUR WORK GARNERS AWARDS FROM REGIONAL AND NATIONAL ORGANIZATIONS INCLUDING:

7 Emmy Awards
Over 150 American Advertising Awards (ADDYs)
ADDY Special Jury Award (Kylie Morgan PSA)
OAB 60 Radio Commercial of the Year
Oklahoma’s Most Inspirational Filmmaker, 2016 Red Dirt Film Festival
62 Awards and Worldwide Distribution for the films Army of Frankensteins and Gremlin
National Humanitarian Award for Children of Mull Documentary, Kenya – I Pray the Word Grace

Robyn Healy-Campbell, Founder and CEO
722 N. Broadway Ave., Ste. 401 | Oklahoma City, OK 73102
405.848.7330 | 405.974.0795
robyn.healy@candcok.com | candcok.com