General Services Administration  
Federal Supply Service  
Authorized Federal Supply Schedule Price List  

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!™, a menu-driven database system. 
The INTERNET address for GSA Advantage!™ is: http://www.GSAAdvantage.gov.

Multiple Award Schedule (MAS)  
Code: T006, R499, D304, R701, R701, R708, Y1PB, R422, R499  
FCS Group: Professional Services  
Contract Number: 47QRAA21D002F  
Contract Period: 02/08/2021 – 02/07/2026  
Business Size/Status: Small, 8(a), Woman-owned, Disadvantaged  

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov

Montage Marketing Group, LLC  
5714 Aberdeen Road  
Bethesda, MD 20814  
703-215-4201 ext. 101  

Contract Administrator:  
Mercedita Roxas-Murray  
Chief Executive Officer  
202-210-0672  
mroxasmurray@montagemarketinggroup.com
MONTAGE MARKETING
<table>
<thead>
<tr>
<th>CONTENTS</th>
<th>PAGE</th>
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</thead>
<tbody>
<tr>
<td>CUSTOMER INFORMATION</td>
<td>4</td>
</tr>
<tr>
<td>ABOUT MONTAGE MARKETING GROUP</td>
<td>5</td>
</tr>
<tr>
<td>LABOR RATES</td>
<td>7</td>
</tr>
<tr>
<td>LABOR DESCRIPTIONS</td>
<td>14</td>
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<tr>
<td>CASE STUDIES</td>
<td>25</td>
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1a. Awarded Special Item Numbers (SINs) and Pricing
- 541613 Marketing Consulting Services
- 512110 Video/Film Production Services
- 541430 Graphic Design Services
- 541511 Web Based Marketing Services
- 541810 Advertising Services
- 541820 Public Relations Services
- 541850 Exhibit Design and Advertising Services
- 541910 Market Research and Analysis
- 561920 Conference, Events and Trade Show Planning Services

OLM Order Level Materials

1b. Please refer to our labor category rates and descriptions beginning on page 7.

2. Maximum Order – $1,000,000

3. Minimum Order – $100


5. Point(s) of Production
- 5714 Aberdeen Road
  Bethesda, MD 20814
- 8000 Westpark Drive, Suite 330
  McLean, VA 22102

6. Discount from List Prices
Prices shown are GSA net; discounts already taken.

7. Quantity Discount
None

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

9. Foreign Items
None

10a. Time of Delivery
To be negotiated with ordering agency

10b. Expedited Delivery
To be negotiated with ordering agency

10c. Overnight and 2-Day Delivery
To be negotiated with ordering agency

10d. Urgent Requirements
To be negotiated with ordering agency

11. F.O.B. Point(s)
Destination

12a. Ordering Address
Montage Marketing Group
Attn: Mercedita Roxas-Murray
GSA Orders
5714 Aberdeen Rd
Bethesda, MD 20814

12b. Ordering Procedures
Supplies and services, ordering procedures, and information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.

13. Payment Address
Montage Marketing Group
Attn: Accounts Receivable/GSA Orders
5714 Aberdeen Rd
Bethesda, MD 20814

14. Warranty Provision
N/A

15. Export Packing Charges
N/A

16. Terms & Conditions of Rental, Maintenance, and Repair
N/A

17. Terms & Conditions of Installation
N/A

18a. Terms & Conditions of Repair Parts
Indicating Date of Parts Price Lists and Any Discounts
N/A

18b. Terms and Conditions for Any Other Services
N/A

19. List of Services and Distribution Points
N/A

20. List of Participating Dealers
N/A

21. Preventative Maintenance
N/A

22a. Special Attributes
N/A

22b. Section 508 Compliance for EIT
Contact contract administrator for more information.

23. Data Universal Number System (DUNS) Number
079711301

24. Notification Regarding Registration in the System for Award Management (SAM)
Registered and currently active
Montage Marketing Group is an 8(a) certified, woman-owned marketing firm that provides outreach, engagement, events, and communications solutions for government agencies.

Understanding people is core to what we do and how we do it. We apply market research, behavioral science, and audience intelligence to develop authentic engagement strategies that achieve impactful results. Our work for the Federal Emergency Management Agency (FEMA), the National Institutes of Health (NIH), the Transportation Security Administration (TSA), and the National Park Service (NPS), has had notable success as recognized by the Maryland Governor’s Citation and the U.S. Department of Commerce, Minority Business Development Agency’s Minority Marketing and Communications Firm of the Year award.

The Montage team comprises a diverse group of subject matter experts, program management professionals, and creative communicators. We draw on our varied backgrounds, skills, and experiences to produce inclusive marketing solutions that accomplish meaningful outcomes for our clients.
OUTREACH
We excel at establishing trusted relationships with federal agencies, personnel, and stakeholders.

- Community outreach
- Market and consumer research
- Employee outreach
- Partnership building
- Awareness and education campaigns
- Toolkits and training
- Behavior change

COMMUNICATIONS
We connect you to your audience by creating accessible, high-impact marketing communications.

- Advertising
- Public relations
- Social media
- Digital marketing
- Graphic design
- Marketing materials
- Internal communications

ENGAGEMENT
We root our work in audience research and develop memorable, inclusive, and impactful opportunities to reach customers effectively.

- Interactive technology tools like augmented and virtual reality
- Exhibit and display design
- Digital application development
- Social media marketing
- Mobile vehicle marketing
- Employee engagement
- Diversity and inclusion initiatives

EVENTS
We produce immersive, interactive live and virtual events that drive action and leave a lasting impression.

- Event planning and production
- Conventions, tradeshows, and conferences
- Operations and logistics
- Venue selection and negotiation
- Staffing
- Virtual meetings and events
# LABOR PRICE LIST

## CLIENT SERVICE + PROGRAM MANAGEMENT

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<th>SINS</th>
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### DATA + RESEARCH

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<td>Senior Vice President / Creative Director / Director Design</td>
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LABOR CATEGORY DESCRIPTIONS

CLIENT SERVICE + PROGRAM MANAGEMENT

Chief Relationship and Strategy Officer (CRSO)
Directly responsible for client management oversight, overall strategy, results measurement, and accountability. The CRSO determines resources, timing, and deliverable implementation planning.

Requires: Bachelor’s degree, 20 years of relevant experience

Strategist
Possesses thorough knowledge of the client’s business, industry, marketplace, and audience. Forms cross functional teams that translate strategy into tasks to deliver a return on investment for the customer. Able to engage the client at the most senior level, and to influence and drive to consensus. Able to manage a portfolio of clients or clients with multiple projects. Has experience with fiduciary management of client scopes over $15M.

Requires: Bachelor’s degree, 20 years of experience

Senior Vice President
Possesses thorough knowledge of a client’s business, industry, marketplace, and audience. Forms cross-functional teams that translate strategy into tasks to deliver a return on investment for the customer. Able to engage the client at a senior level, and to influence and drive to consensus. Able to manage a client with multiple projects. Has experience with fiduciary management of client scopes over $10M.

Requires: Bachelor’s degree, 15 years of experience

Vice President
Possesses thorough knowledge of a client’s business, industry, marketplace, and audience. Forms cross functional teams that translate strategy into tasks to deliver a return on investment for the customer. Able to engage a client at a senior level, and to influence and drive to consensus. Able to manage a sizeable client project. Has experience with fiduciary management of client scopes over $5M.

Requires: Bachelor’s degree, 10 years of experience
Director
Plans complex and multifaceted projects to ensure completion at high-quality standards and within timeframe and budget. Manages project teams. Creates specifications, budgets, work plans, timelines, and resource allocation models for projects. Leads the development of concepts, content, site maps, strategic plans, campaigns, and other production elements. Interfaces with clients for creative proposals and liaison meetings. Manages project budgets and financial reporting by applying superior organizational skills, attention to detail, and fluency with processes of creative production.

Requires: Bachelor’s degree, 7 years of management experience

Project Manager III
Plans complex and multifaceted projects to ensure completion at high standards of quality within timeframe and budget. Manages project teams. Creates specifications, budgets, work plans, timelines, and resource allocation models for projects. Leads the development of concepts, content, site maps, strategic plans, campaigns, and other production elements. Interfaces with clients for creative proposals and liaison meetings. Manages project budgets and financial reporting. Is fluent with the processes, language, and technology of creative production.

Requires: Bachelor’s degree, 7 years of relevant experience

Project Manager II
Plans projects of moderate complexity to ensure completion to high standards of quality within timeframe and budget. Manages teams. Creates specifications, budgets, work plans, timelines, and resource allocation models for projects. Participates in the development of concepts, content, site maps, strategic plans, campaigns, and other elements. Interfaces with clients for creative proposals and liaison meetings. Manages project budgets and financial reporting.

Requires: Bachelor’s degree, 5 years of relevant experience

Project Manager I
Plans projects of simple complexity to ensure completion to high standards of quality within timeframe and budget. Manages a small team of 1-3 people. Creates specifications, budgets, work plans, timelines, and resource allocation models for projects. Participates in the development of concepts, content, site maps, strategic plans, campaigns, and other elements. Interfaces with clients for creative proposals and liaison meetings. Manages project budgets and financial reporting.

Requires: Bachelor’s degree, 3 years of relevant experience
Program Coordinator
Executes the day-to-day tasks as assigned by their program manager. Coordinates and executes marketing communication task areas. Participates in the development of concepts, content, strategic plans, campaigns, and other elements as required. Prepares and updates contact reports, schedules, timelines, and program management plans.

Requires: Bachelor’s degree, 2 years of relevant experience

Program Assistant
Support projects of simple complexity to ensure completion to high standards of quality within time frame and budget. Provides day-to-day support of program task requirements, including project administration.

Requires: Bachelor’s degree, 1 year of experience

Staffing
Responsible for the sourcing, recruiting, vetting, and training of non-full-time staff assigned to a client’s activities. Staff is inclusive of part-time staff, brand ambassadors, specialty staff, talent, mascots, deejays, and other hourly employees.

Requires: Bachelor’s degree, 3 years of HR or staffing experience

SUBJECT MATTER EXPERTS

Consultants / Technical Advisors / Principal Innovation / Principal Technology
Provides senior leadership consultation, input, and assessment based on client goals and objectives. Applies knowledge of integrated marketing principles to the overall strategy and plan. Fiduciary and legal compliance for the organization inclusive of the client project. Provides leadership for the organization and overall group through knowledge as a subject matter expert.

Requires: Bachelor’s degree, 25 years of integrated marketing experience

Subject Matter Expert: Organizational Management
Subject matter expert in behavior management and analysis to improve individual and group performance and worker safety within an organization. Provides organizational audit and assessment to determine gap areas and opportunities to improve culture and climate.

Requires: Bachelor’s degree, 10 years of relevant experience
**Subject Matter Expert: Implementation Management**
Subject matter expert in implementation management around strategic goals, culture, and climate. Creates strategy based on client goals, outcomes, and assessment of situational analysis. Researches client needs and develops tasks to achieve outcomes.

**Requires:** Bachelor’s degree, 7 years of relevant experience

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**Subject Matter Expert: Leadership Training**
Subject matter expert in leadership training around strategic goals, culture, and climate. Trains leaders based on client goals, outcomes, and assessment of situational analysis. Researches client needs and develops tasks to achieve outcomes.

**Requires:** Bachelor’s degree, 7 years of relevant experience

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**Subject Matter Expert: Organizational Health Research**
Subject matter expert in organizational alignment around strategic goals, culture, and climate. Creates strategy based on client goals, outcomes, and assessment of situational analysis. Researches client needs and develops tasks to achieve outcomes.

**Requires:** Bachelor’s degree, 7 years of relevant experience

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**Multicultural Director / Outreach Engagement Counselor II**
Supports the development of communication, outreach, and engagement tasks and tools used in interactions with client audiences. Assesses the strategies against intended outcomes and provides feedback based on audience input.

**Requires:** Bachelor’s degree, 5 years of relevant experience

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**Multicultural Director / Outreach Engagement Counselor I**
Engages with audience on day-to-day communication, outreach, and engagement tasks. Works with audience based on stage of engagement funnel. Uses tools developed and monitors tool efficacy.

**Requires:** Bachelor’s degree, 3 years of relevant experience

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**DATA + RESEARCH**

**Analyst III**
Conducts behavioral assessments and directs behavioral plan development, interventions, and strategies. Seeks to understand client situations, issues, expectations. Monitors and evaluates results.

**Requires:** Bachelor’s degree, 10 years of relevant experience
**Analyst II**
Creates and administers surveys, runs quantitative and qualitative analyses, and drafts and presents creative and dynamic reports. Conducts behavioral assessments and supports behavioral plan development. Monitors and evaluates results.

**Requires:** Bachelor’s degree, 5 years of relevant experience

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**Analyst I**
Conducts market research, monitors data, performs data preparation and database management.

**Requires:** Bachelor’s degree, 3 years of relevant experience

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**Field Service Manager**
Conducts data collection, analysis, and outreach in the field to capture and gather data from targeted audiences.

**Requires:** Bachelor’s degree, 3 years of experience in data collection

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**Data Visualization**
Manages the flow of information. Uses relational databases and information to create data models to convey, communicate, and inform a client’s audience. Develops creative visualization of data and creative communications. Makes complex tasks easy to understand.

**Requires:** Bachelor’s degree, 3 years of relevant experience

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**CREATIVE**

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**Senior Vice President / Creative Director / Director Design**
Creative lead. Works with designers, artists, copywriters, sales and marketing teams to create a vision for products. Plans advertising, oversees the creative process, and gives guidance to the creative people that work under them.

**Requires:** Bachelor’s degree, 20 years of relevant experience

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**Creative Director**
Directs designers, copywriters, and art directors. The Creative Director serves as the creative lead, oversees the creative process, and manages the team and the work to meet client goals and objectives. Responsible for the creative integrity of the work product deliverables.

**Requires:** Bachelor’s degree, 15 years of relevant experience

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**Art Director III**
Creates the design and execution of visual communications that convey the client’s objectives and goals. Follows design standards and tools according to client brand guidelines and campaign parameters as determined by the Creative Director. Oversees the art design on materials in the campaign.

**Requires:** Bachelor’s degree, 7 years of relevant experience
Video / Multimedia Producer
Responsible for script writing, editing, audio, video, photography, and music production task areas. Ensures production elements and tasks follow creative direction and brand guidelines and standards. Uses a variety of production techniques and oversees the work of production crews, creative, and support teams.

Requires: Bachelor’s degree, 5 years of relevant experience

Venues & Sponsorship
Responsible for site research, selection, negotiation, and fulfillment of locations for client activities. Venues and Sponsorship will maintain a database of locations and an assessment of each location for viability across a variety of activities. The database will include critical information like site maps, floor plans, contact information, costs, regulations, status of union labor requirements, and other things that impact a site's feasibility.

Requires: Bachelor’s degree, 5 years of venue sourcing experience

Creative Senior Designer / Senior Graphics Designer
Creates and designs creative and compelling graphic designs to meet client objectives across a variety of formats and tools. Works with the internal team and presents to the client for approval. Has a strong understanding of design trends, graphic standards, and tools. Comfortable working with industry standard software, including Adobe Illustrator, Adobe Photoshop, Adobe InDesign, QuarkXpress, and the Microsoft Office suite. Understands file formats and participates in the pre-press and printing processes to ensure quality output. Reports to the Creative Director.

Requires: Bachelor’s degree, 7 years of experience in graphic design

Creative Designer / Graphics Designer
Creates and designs creative and compelling graphic designs to meet client objectives as directed by the Creative Director. Has a strong understanding of design trends, graphic standards, and creative tools. Comfortable working with industry standard software, including Adobe Illustrator, Adobe Photoshop, Adobe InDesign, QuarkXpress, and the Microsoft Office suite. Understands file formats and participates in the pre-press and printing processes to ensure quality output. Reports to the Creative Director.

Requires: Bachelor’s degree, 3 years of experience in graphic design

Creative Designer / Graphics Designer
Creates and designs creative and compelling graphic designs to meet client objectives as directed by the Creative Director. Is knowledgeable of design trends, graphic standards, and creative tools. Comfortable working with industry standard software, including Adobe Illustrator, Adobe Photoshop, Adobe InDesign, QuarkXpress, and the Microsoft Office suite. Understands file formats and participates in the pre-press and printing processes to ensure quality output. Reports to the Creative Director.

Requires: Bachelor’s degree, 2 years of experience in graphic design
Creative Operations Manager
Responsible for the workflow of products required of the agency’s creative and production departments. Understands program management processes, production processes, and resource allocation. Manages team assignments, resources, workflows, and schedules. Tracks deliverables and makes recommendations on process improvements.

 Requires: Bachelor’s degree, 5 years of relevant experience

Design Manager
Manages creative operations, reviews design briefs, liaises with creative department, facilitates creative deliverable workflow.

 Requires: Bachelor’s degree, 3 years of relevant experience

MARKETING + COMMUNICATIONS

Vice President Marketing Communication
Responsible for defining the marketing goals, strategies, tools, tactics, and materials needed to create the desired results. Uses audience research to develop messaging. Works with creative teams to create visual tools that address audience needs. Possesses technical expertise in the core disciplines of marketing and management. Has experience with fiduciary management of client scopes over $10M.

 Requires: Bachelor’s degree, 15 years of experience

Director of Marketing Strategy
Provides strategic and conceptual input for the development of integrated marketing communications strategy, including advertising, public relations, web development, graphic design, video, and event projects.

 Requires: Bachelor’s degree, 10 years of relevant experience

Director of Marketing Strategy
Conceives the client plan, tools, and timing to achieve the client’s goals and objectives. The Director understands the marketplace, the trends, the competition, and the client's opportunity.

 Requires: Bachelor’s degree, 7 years of marketing experience
Senior Writer / Strategist
Provides creative and original writing of editorial and creative content such as articles, advertisements, reports, speeches, presentations, website text, video scripts, and interactive materials. Leads research, such as interviews and focus groups. Provides in-depth analysis and develops insightful conclusions and creative recommendations from research data. Leads in creative development of themes, strategies, brands, and campaigns. May lead and facilitate meetings and input sessions. Frequently interfaces with clients to gather information, review drafts, and receive feedback. Proficient in standard word processing applications and market and media research tools.

Requires: Bachelor's degree, 7 years of relevant experience

Writer Strategist II
Writes editorial content such as articles, white papers, brochures, reports, speeches, presentations, website text, video scripts, interactive materials, press releases, media kits, and backgrounders. May lead research, such as interviews and focus groups. Participates in creative development of themes, strategies, brands, and campaigns. May review, proof, and correct text for clear language, spelling, punctuation, grammar, readability, style, and agreement with client's style guidelines and editorial policy. Frequently interfaces with clients to gather information, review drafts, and receive feedback. Has experience with standard word processing applications and market and media research tools.

Requires: Bachelor's degree, 1 year of experience

Copy Editor
Reviews, proofs, and corrects editorial content such as articles, white papers, brochures, reports, and website text for clear language, spelling, punctuation, and grammar. Checks manuscripts for readability, style, and agreement with client’s style guidelines and editorial policy. Checks facts and accuracy.

Requires: Bachelor’s degree, 3 years of relevant experience

Writer Strategist I
Writes or assists in the writing of editorial content such as articles, white papers, brochures, reports, speeches, presentations, website text, video scripts, interactive materials, press releases, media kits, and backgrounders. Assists with research, takes notes, and transcribes content. Participates in creative development of themes, strategies, brands, and campaigns. Checks facts and accuracy. May review, proof, and correct text for clear language, spelling, punctuation, grammar, readability, style, and agreement with client’s style guidelines and editorial policy. May interface with clients to gather information, review drafts, and receive feedback. Has experience with standard word processing applications and market and media research tools.

Requires: Bachelor’s degree, 1 year of experience
**DIGITAL**

**Director of Digital and Interactive**
Responsibility for the digital strategy, tools, and content on behalf of the client’s objectives and goals. Oversees products for a variety of digital formats and channels. Knowledgeable of digital and online trends.

**Requires:** Bachelor’s degree, 10 years of digital marketing experience

**Digital Marketing Strategist**
Responsible for the strategy, tools, and tactics that enable clients to meet goals and objectives online. Oversees implementation of plans to increase conversion, improve SEO, increase traffic, and achieve digital ROI. Monitors, reports, assesses, and optimizes the performance of tools. Proven experience, knowledge, and performance in driving client growth through digital properties.

**Requires:** Bachelor’s degree, 7 years of relevant experience

**Website User Interface Analyst**
Responsible for website visual design, including color and typography selection and assessment of the user interface.

**Requires:** Bachelor’s degree, 7 years of experience in digital design and/or website development

**Senior UI/UX Designer**
Develops strategy, plans, and mapping for effective user interface and customer experience for a client’s digital activity. Design includes wireframing, visual prototyping, user-centric design research, design thinking, interface design, storyboarding, and more. Is knowledgeable of programming languages, including HTML5, CSS, JavaScript or jQuery.

**Requires:** Bachelor’s degree, 5 years of relevant experience
MEDIA

**Vice President Media Director**
Responsible for leading the team assigned to meet client and company goals and objectives. Oversees the growth, management, retention, and satisfaction of cross-channel media delivery for clients. Is knowledgeable of broadcast, print, and digital media channels and outlets. Responsible for quality, delivery, and results.

**Requires:** Bachelor’s degree, 10 years of experience

**Media Planner**
Develops media lists and outlets for TV, radio, print, outdoor, Internet, and other venues as required. Helps create media plan based on outlet research and determines the most advantageous placements. Coordinates media buying. Writes detailed reports at the conclusion of campaigns to detail placements and results. Should quantitative research be required, helps in the creation of the survey instrument. Proficient in word processing applications and media tracking and monitoring systems.

**Requires:** Bachelor’s degree, 7 years of media buying, sales, or public relations experience

PRODUCTION

**Head of Production**
Responsible for the strategy, execution, and output of all physical deliverables, products, assets, and materials. Manages the purchase, maintenance, and inventory of all assets, exhibits, materials, and equipment. Responsible for vendor management, sourcing, negotiating, procuring, and maintaining relationships.

**Requires:** Bachelor’s degree, 10 years of marketing production experience

**Senior Producer**
Responsible for the execution and implementation of physical deliverables, products, assets, and materials. Is knowledgeable about audio visual, lighting, electrical, and other production areas related to in person activities like meetings, conferences, and events. Manages vendors on site. Oversees installation and load in and load out.

**Requires:** Bachelor’s degree, 7 years of marketing production experience
Producer
Responsible for the day-to-day execution of tasks to support the development of physical deliverables, products, assets, and materials. Is knowledgeable about audio visual, lighting, electrical, and other production areas related to in person activities like meetings, conferences, and events. Manages vendors on site. Oversees installation and load in and load out.

Requires: Bachelor’s degree, 3 years of marketing production experience

Junior Producer
Reports to the Producer and is responsible for the day-to-day execution of tasks to support the development of physical deliverables, products, assets, and materials. Manages the day-to-day tasks related to the warehouse and inventory systems such as shipping and receiving.

Requires: Bachelor’s degree, 2 years of marketing production experience

Warehouse
Manages the shipping and receiving of materials, and inventory in and out of the warehouse. Handles stock, inventory, and materials related to the agency. Has experience working with inventory management systems.

Requires: Bachelor’s degree, 5 years of experience
CAPSULE CASE STUDY

NATIONAL INSTITUTES OF HEALTH (NIH)

Montage oversees a comprehensive body of work focused on engaging diverse communities, building awareness, and driving enrollment in the National Institutes of Health’s landmark All of Us Research Program. Our efforts include ongoing market and audience research, community outreach, partnership building, and securing speaking opportunities. Montage also leads production, routing, and staffing of a multi-year national mobile tour as well as operating a virtual events program in key markets. Further, Montage develops digital applications, interactive games and engagements, and a wide array of creative materials in support of All of Us.
CAPSULE CASE STUDY

FEDERAL EMERGENCY MANAGEMENT AGENCY (FEMA)

Montage provides program management and integrated marketing and communications support to a cross-section of FEMA departments and program areas, including the Office of Equal Rights, the Office of the Chief Component Human Capital Officer, and the Office of External Affairs. We design, develop, and oversee the execution of campaigns aimed at educating, inspiring, and affecting change among FEMA’s 20,000 employees and the American public. Montage accompanies its strategic recommendations with creative marketing and communications, including video production, events, trainings, focus groups, content development, internal and external communications.
CAPSULE CASE STUDY

MINORITY BUSINESS DEVELOPMENT AGENCY

Montage delivers strategic marketing and communications to drive awareness and participation in the MBDA InVision Tour, a program of the U.S. Department of Commerce, Minority Business Development Agency. Montage’s ongoing body of work includes stakeholder research, marketing strategy and brand development, social media support, and production of a wide range of creative materials. In collaboration with teaming partners, Montage designed and built the current MBDA InVision Tour website, applying user-journey mapping, 508 compliance, and search engine optimization best practices.
CAPSULE CASE STUDY

NATIONAL PARK SERVICE

Montage created a mobile visitor center for two National Park Service sites – the George Washington Memorial Parkway and Sleeping Bear Dunes National Lakeshore. Work on the mobile visitor centers included the design of interactive, educational exhibits for the vehicles’ exteriors, full fabrication, and delivery. Both mobile visitor centers were developed to accommodate a wide public audience of varied abilities, languages, and learning styles.
CAPSULE CASE STUDY

TRANSPORTATION SECURITY ADMINISTRATION (TSA)

Montage conducted a media campaign aimed at driving enrollment in the TSA PreCheck® program. Applying our expertise in audience research, advertising planning and execution, measurement, and efficacy, Montage created a national surround-sound campaign in seven priority media markets. Our work included audience and market research, media planning and buying, and social media, search engine, digital, radio, and out-of-home advertising. Montage secured value-added media of more than $200,000 and helped TSA achieve a 29 percent increase in monthly TSA PreCheck® enrollments.
CAPSULE CASE STUDY

MONTGOMERY COUNTY, MARYLAND

Montage leads planning, promotion, and execution of Montgomery County, Maryland’s annual Martin Luther King Jr. Day of Service event. Since 2018, we have provided the county with full-service event management, including venue selection and negotiation, logistics, coordination of service projects, as well as recruitment of exhibiting nonprofit organizations and participants. While the event is typically held in-person on MLK Day, Montage ensured a smooth transition to a fully virtual week-long celebration of service in 2021.