GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE

AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/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

SCHEDULE TITLE: MAS – MULTIPLE AWARD SCHEDULE

FSC GROUP: PROFESSIONAL SERVICES

CONTRACT NUMBER: 47QRAA21D006U

CONTRACT PERIOD: JUNE 11, 2021 through JUNE 10, 2026

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

CONTRACTOR: What Works Studio LLC
8 Market Pl Ste 300
Baltimore, MD 21202-4113
Phone number: (410) 800-0788
Fax number: (833) 754-9412
Email: brooke@whatworksstudio.com

CONTRACTOR’S ADMINISTRATION SOURCE: Brooke H Allen
What Works Studio LLC
8 Market Pl Ste 300
Baltimore, MD 21202-4113
Phone number: (410) 800-0788
Fax number: (833) 754-9412
Email: brooke@whatworksstudio.com

WEBSITE: www.whatworksstudio.com

BUSINESS SIZE: Small Business

BUSINESS TYPE: Woman Owned Business; Woman Owned Small Business
CUSTOMER INFORMATION:

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)

<table>
<thead>
<tr>
<th>SIN</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>541613</td>
<td>Marketing Consulting Services</td>
</tr>
<tr>
<td>541430</td>
<td>Graphic Design Services</td>
</tr>
<tr>
<td>541810</td>
<td>Advertising Services</td>
</tr>
<tr>
<td>541910</td>
<td>Marketing Research and Analysis</td>
</tr>
<tr>
<td>541511</td>
<td>Web Based Marketing</td>
</tr>
<tr>
<td>OLM</td>
<td>Order Level Materials</td>
</tr>
</tbody>
</table>

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:

(Government net price based on a unit of one)

See attached APPENDIX A – GSA PROPOSED PRICE LIST

541613 - Marketing Assistant - $58.64
541430 - Marketing Assistant - $58.64
541810 - Marketing Assistant - $58.64
541910 - Marketing Assistant - $58.64
541511 - Marketing Assistant - $58.64

1c. HOURLY RATES (Services only):

See attached APPENDIX A – GSA PROPOSED PRICE LIST

2. MAXIMUM ORDER*: $1,000,000

NOTE TO ORDERING ACTIVITIES: *If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contractor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.
3. **MINIMUM ORDER:** $100.00

4. **GEOGRAPHIC COVERAGE:** 48 States; DC

5. **POINT(S) OF PRODUCTION:** N/A

6. **DISCOUNT FROM LIST PRICES:** *GSA Net Prices are shown on the attached GSA Pricelist.*

7. **QUANTITY DISCOUNT(S):** None

8. **PROMPT PAYMENT TERMS:** Net 30 Days

9. **FOREIGN ITEMS:** Not Applicable

10. **TIME OF DELIVERY:** Subject to Task Order

10b. **EXPEDITED DELIVERY:** Contact Contractor

10c. **OVERNIGHT AND 2-DAY DELIVERY:** Contact Contractor

10d. **URGENT REQUIREMENTS:** Agencies can contact the Contractor’s representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

11. **FOB POINT:** Destination

12a. **ORDERING ADDRESS:** Same as Contractor

12b. **ORDERING PROCEDURES:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s) are found in Federal Acquisition Regulation (FAR) 8.405-3

13. **PAYMENT ADDRESS:** Same as Contractor

14. **WARRANTY PROVISION:** Not Applicable

Customer should contact contractor for a copy of the warranty.
15. **EXPORT PACKING CHARGES**: Not Applicable

16. **TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE)**: Not Applicable

17. **TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE)**: Not Applicable

18a. **TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE)**: Not Applicable

18b. **TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE)**: Not Applicable

19. **LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE)**: Not Applicable

20. **LIST OF PARTICIPATING DEALERS (IF APPLICABLE)**: Not Applicable

21. **PREVENTIVE MAINTENANCE (IF APPLICABLE)**: Not Applicable

22a. **SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants)**: Not Applicable

22b. **Section 508 Compliance for Electronic and Information Technology (EIT)**: Not Applicable

23. **UNIQUE ENTITY IDENTIFIER (UEI) NUMBER**: 073606529

24. **NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE**: Contractor has an Active Registration in the SAM database. Cage Code: 7Q8Y9

**APPENDIX A LABOR CATEGORY DESCRIPTIONS**

**APPENDIX B GSA PRICE LIST**
Account Director

Minimum Year Experience: 5 years

Minimum Education: Bachelors

Responsibilities:
Account Directors provide strong strategic/analytical thinking to help deliver effective branding, marketing and public outreach programs. Account Directors ensure that client relations are positive and productive, and that client needs and strategic goals are met by monitoring and integrating the firm’s overall activities. They are responsible for managing the client’s overall budget and directing those resources to produce the best outcomes.

Account Manager

Minimum Year Experience: 3 years

Minimum Education: Bachelors

Responsibilities:
Account Managers closely monitor project timelines and budgets, check and approve creative and production materials, assist in developing strategic marketing plans, and help carry out those plans. Account Managers are responsible for ongoing client contact on assigned accounts and have a strong working knowledge of the client’s business, target audiences and communications objectives. Account Managers interface with various internal team members to manage programs.

Audio Engineer

Minimum Year Experience: 3 years

Minimum Education: High School

Responsibilities:
Audio engineers use specialized equipment, computers, and software to record, reproduce and mix various sounds and music for some different entertainment mediums. They record, edit and mix audio tracks (instruments, vocals etc.) for client productions. Audio engineers are responsible for the sounds and music that are incorporated into podcasts, radio broadcasts, tv commercials and Internet videos produced for clients.
Copywriter

Minimum Year Experience: 4 years
Minimum Education: Bachelors

Responsibilities:
Copywriters work with team members and agency clients to create persuasive messages for all media types. May have related experience in writing documents and scripts for media based projects such as multi-media productions, video and/or film productions, live events, interactive training, speech writing, and web site productions. They create and edit messaging and copy that reflects the client’s marketing strategy and objectives and must be able to write across all mediums.

Creative Director

Minimum Year Experience: 10 years
Minimum Education: Bachelors

Responsibilities:
Creative Directors interface with clients and work with account service and other team members to implement creative strategies, ideas and campaigns to achieve marketing objectives. Creative Directors lead creative teams and oversee the creative development activities for a designated group of clients.

Graphic Designer

Minimum Year Experience: 4
Minimum Education: Bachelors

Responsibilities:
Graphic Designers use programs such as Photoshop, Illustrator, and InDesign as well as new and emerging tools and technologies. Graphic Designers implement creative ideas and visual executions for a wide array of projects including print, websites, online banner ads, multimedia presentations, social media programs.

Digital Marketing Manager

Minimum Year Experience: 4
Minimum Education: Bachelors

Responsibilities:
Digital Marketing Managers provide support to account teams and assist with research, data collection, campaign optimization and reporting campaign results. Digital Marketing Managers help implement and manage digital programs including online advertising, social media, email, and search engine marketing initiatives.

Director of Marketing

Minimum Year Experience: 10
Minimum Education: Bachelors

Responsibilities:
Directors of Marketing evaluate comprehensive marketing research and competitive to assess a wide variety of integrated marketing options including broadcast, print, online, out-of-home and other media channels to determine the best marketing mix for client programs. They have deep working knowledge of media research, planning and buying software and tools. Marketing Directors are responsible for the strategic research, selection, and recommendation of marketing plans to clients, with the assistance of others on the marketing team.

Director, Interactive
Minimum Year Experience: 10
Minimum Education: Bachelors
Responsibilities:
Interactive Directors advise, guide, and direct teams of digital and technical specialists from project inception to completion. Interactive Directors play a lead role in overseeing the technical development and implementation of web-based solutions and technology applications created for clients. They lead the ongoing review, troubleshooting and testing of technology solutions and systems, as well as recommending proposed software and coding languages for designated projects.

Interactive Manager
Minimum Year Experience: 10
Minimum Education: Bachelors
Responsibilities:
Interactive Managers ensure that web-based platforms and solutions work adheres to the correct technical specifications to ensure accuracy and quality control. Interactive Managers are responsible for overseeing the scheduling, production and on-time delivery of web-based solutions and technology applications in collaboration with account service and creative teams.

Illustrator
Minimum Year Experience: 2
Minimum Education: Bachelors
Responsibilities:
Illustrators combine art, design and creative skills to develop ideas and produce original visual images for a wide range of products. They work with the Creative Director to develop visual ideas that suit the brief seeking client approval for ideas with rough visuals and rework sketches using drawing, sketching, painting and photographic skills to produce illustrations.

Marketing Manager
Minimum Year Experience: 4
Minimum Education: Bachelors

Responsibilities:
The Marketing Manager recommends, prioritizes, develops plans and directs the execution of marketing projects and assessments. Customizes marketing principles and practices to respond to the needs of the organization; reviews marketing strategies, programs and goals for focused integration into overall marketing plan. Formulates and implements marketing policy and procedures. Develops long and short-range marketing operation plans. Identifies and analyzes customer needs and satisfaction. Evaluates effectiveness through attainment of goals and analysis of statistical data. Develops promotional strategies for but not limited to, advertising, outreach and event marketing, promotions, radio, television and video production, and written publications.

Marketing Assistant

Minimum Year Experience: 1

Minimum Education: Bachelors

Responsibilities:
The Marketing Manager recommends, prioritizes, develops plans and directs the execution of marketing projects and assessments. Customizes marketing principles and practices to respond to the needs of the organization; reviews marketing strategies, programs and goals for focused integration into overall marketing plan. Formulates and implements marketing policy and procedures. Develops long and short-range marketing operation plans. Identifies and analyzes customer needs and satisfaction. Evaluates effectiveness through attainment of goals and analysis of statistical data. Develops promotional strategies for but not limited to, advertising, outreach and event marketing, promotions, radio, television and video production, and written publications.

Media Buyer

Minimum Year Experience: 2

Minimum Education: Bachelors

Responsibilities:
Media Buyers conduct research, communicate with media representatives, issue insertion orders, and ensure proper media tracking and verification. Media Buyers purchase and place a wide array of broadcast, print, online, out-of-home and other forms of media on behalf of clients.

Motion Graphic Designer/Video Editor

Minimum Year Experience: 5

Minimum Education: Bachelors

Responsibilities:
Motion Graphic Designers/Video Editors create complex graphics, animation and live video content for a diverse array of media, including smartphones, handheld electronic devices, the web and television, among others for client productions. This sometimes includes title and post-production work, as well as multimedia
campaigns, promotion products, technical illustrations and computer artwork for use in a variety of materials.

**Partner/Chief Executive Officer**

**Minimum Year Experience:** 15

**Minimum Education:** Bachelors

**Responsibilities:**
Partner/Chief Executive Officer sets the strategic vision for the firm and assures that its operations and activities are conducted in a positive, professional manner in accordance with the highest industry standards. They maintain regular contact with senior personnel in client organizations, serve as trusted advisors, and provide high-level input on all strategic branding initiatives, marketing communications programs, and program evaluations. They develop long-range plans based upon client goals and growth objectives.

**Partner/Chief Creative Officer**

**Minimum Year Experience:** 10

**Minimum Education:** Bachelors

**Responsibilities:**
The Principal/COO develops long-range marketing plans for clients and regularly assesses and assigns staff to ensure that the right resources are being used to most effectively serve clients. Partner/Chief Creative Office assures that the firm’s operations and activities are conducted in a positive, professional manner and provides guidance for client programs and campaigns at the highest level.

**Public Relations Specialist**

**Minimum Year Experience:** 3

**Minimum Education:** Bachelors

**Responsibilities:**
PR Specialists play a lead role in message and materials development, media relations outreach, reputation management, social media initiatives, speech and presentation development, and community outreach programs. Public Relations Specialists are responsible for developing and managing the implementation of public relations programs for clients on local, regional and national levels.

**Project Manager, Marketing**

**Minimum Year Experience:** 3

**Minimum Education:** Bachelors

**Responsibilities:**
The Project Manager is responsible for overseeing the scheduling, production and on-time delivery of creative and production work through collaboration with account service and creative teams. Serves as the key point of project contact between clients and internal functional departments, including marketing strategy, creative services, marketing/communications, information management and print/production management. Provides status reports to the internal team on a weekly basis and facilitates communication
among internal team members. They also ensure that creative/production work adheres to the correct technical specifications to ensure accuracy and quality control. Guides all involved with a project from start to finish, ensuring timely project completion. May assist in the development of marketing strategies and tactical procedures. Schedules every task of every project, coordinates functional department assignments and ensures the integration of client direction and feedback.

**Quality Assurance Specialist**

**Minimum Year Experience:** 2  
**Minimum Education:** Bachelors  
**Responsibilities:**
The QA Specialist works with the Interactive team and is responsible for quality assurance audits and ensures the product integrity and that standards are being met. The QA specialists troubleshoot systems to ensure reliability, usability and performance.

**Research Assistant**

**Minimum Year Experience:** 2  
**Minimum Education:** Bachelors  
**Responsibilities:**
The Research Assistant analyze and interpret research results and survey data and develop research reports, presentations, white papers and other communications. They are aware of and understand the variety of traditional and online research tools and methodologies that can be utilized for client success. The Research Assistant performs a broad array of qualitative and quantitative research programs, and advises on strategic issues and research requirements.

**SEM / SEO Specialist**

**Minimum Year Experience:** 4  
**Minimum Education:** Bachelors  
**Responsibilities:**
The SEM/SEO Specialist uses search engine optimization (SEO) strategies to increase traffic and customer interactions to client websites and microsites, and have strong knowledge and experience using search marketing bid management and analytic tools. The SEM/SEO Specialist is responsible for day-to-day execution of paid and natural/organic search engine marketing (SEM) campaigns.

**Senior Designer**

**Minimum Year Experience:** 4  
**Minimum Education:** Bachelors  
**Responsibilities:**
Senior Designers help establish and execute the visual look and feel for a wide variety of print, online and collateral materials produced for clients. Senior Designers work with other creative staff to design creative projects, particularly those involving more technical production. Besides contributing strong graphic design skills, they review production materials on assigned production, and sign off prior to forwarding for further required approvals and outside production.

**Social Media Marketing Manager**

**Minimum Year Experience:** 3  
**Minimum Education:** Bachelors  
**Responsibilities:**  
Social Media Marketing Managers have extensive knowledge of the dynamics behind online communities, forums, blogging and social media marketing. They produce content and deploy social media programs that create followers, fans, friends and build online communities. Social Media Marketing Managers plan and implement programs relating to social media advertising on Facebook, Twitter, Instagram, LinkedIn and other platforms.

**Website Designer**

**Minimum Year Experience:** 2  
**Minimum Education:** High School  
**Responsibilities:**  
Website designers execute all visual design stages from concept to final hand-off to engineering and conceptualize original website design ideas that bring simplicity and user friendliness to digital environments. They will be able to transform them into beautiful, intuitive, and functional designs. They translate high-level requirements into interaction flows and artifacts. They create wireframes, storyboards, user flows, process flows and sitemaps to communicate interaction and design ideas, present and defend designs and key deliverables to peers and executive level stakeholders, and establish and promote design guidelines, best practices and standards. They have extensive experience in graphic design, creating wireframes, storyboards, user flows, process flows and site maps as well as have a strong understanding of Photoshop, Illustrator or other visual design and wire-framing tools, HTML, CSS and JavaScript.

**Website Developer**

**Minimum Year Experience:** 5  
**Minimum Education:** High School  
**Responsibilities:**  
Website Developers integrate data from various back-end services and databases, gather and refine specifications and requirements based on technical needs, create and maintain software documentation as well as cooperate with web designers to match visual design intent. They create website layout/user interface by using standard HTML/CSS practices and have experience with WordPress and other common Content Management Systems. Website Developers build websites from concept all the way to completion from the bottom up, fashioning everything from the home page to site layout and function.
<table>
<thead>
<tr>
<th>SIN</th>
<th>SERVICE PROPOSED</th>
<th>MINIMUM EDUCATION</th>
<th>MINIMUM YEARS OF EXPERIENCE</th>
<th>GSA PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>541613, 541430, 541810, 541910</td>
<td>Account Director</td>
<td>Bachelors</td>
<td>5</td>
<td>$146.60</td>
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<td>Audio Engineer</td>
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