



**My Biz Consulting**  
— Digital Marketing Solutions —



## CAPABILITY STATEMENT

### CORE SERVICES AND CAPABILITIES

#### Consulting:

We offer consulting around performance management systems, employee engagement, impact reporting, Online marketing, and strategy for strengthening organizational culture.

#### Business Registration Solutions:

Starting a business is a complicated process that requires extensive paperwork and difficult to navigate regulations. The wrong paperwork or missing filing deadlines can cause your business to issue or even shut down, resulting in lost time and money. Our Business Registration Solutions takes the hassle off your plate by helping you quickly and accurately register your business in any state. Let our experienced team shoulder the burden of registering so you can focus on running your business without any stress!

#### Business Development:

Managing business operations can be a difficult and tedious task. Determining the best processes and procedures for a business often requires an extensive analysis of data and an understanding of how to leverage technology to streamline operations.

Business Development from My Biz Consulting can help you optimize your business operations, Process & Procedures, utilizing innovative technology, My Biz Consulting provides customized process solutions tailored to your company's unique needs. Streamline your operations today and see an immediate improvement in your business performance with My Biz Consulting!

#### Brand Protection:

It can be difficult to navigate the complex world of digital brand protection. With so many different platforms and channels, it can be hard to keep up with the rapidly changing landscape. Having a weak digital brand presence leaves your business vulnerable to competitors and opportunistic attackers. It could mean stolen customer data, damaged reputation, or even financial losses due to online fraud – all of which can ruin your business's prospects.

Our Brand Protection Consulting provides actionable solutions that give you the tools you need to protect your brand online. With our service, you can monitor and protect your digital assets from any threat, ensuring that your business remains secure while staying ahead of the competition. Start fortifying your brand today with Brand Protection Consulting!

#### Online Marketing Services:

Finding the right marketing strategy can be daunting, especially without the right skills and resources. You want your business to stand out from the competition but don't know where to start. It's not enough to just set up a website and hope for the best. Without an effective online marketing plan, you risk losing potential customers and falling behind your competitors.

Let us take the stress off your shoulders. Our online marketing services are designed to help businesses achieve their goals in a cost-effective way. We use proven strategies and tailor-made solutions that will boost your visibility, reach, and sales. Start growing your business today with our first-rate online marketing services!

#### Keynote Speaking:

Our owner, Jamilah Lawry, is an experienced technologist, author and keynote speaker with extensive experience in speaking on leadership, business productivity, employee engagement and system selection.



### COMPANY SNAPSHOT

#### Organizational Designations

DUNS Number: 961656324

CAGE Code: 7EWD3

UEI: HKZLM5CFRHS3

Corporate Structure: LLC, Woman Owned, Small Business,  
Minority owned, Small Disadvantaged Business

SIC Code: 8742 Management Consulting Services

EIN: 27-1883915

Business Formed: 2010

#### CONTACT INFORMATION

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### COMPANY OVERVIEW

Organizational development and leadership are the areas of expertise for My Biz Consulting, located in Folcroft, Pennsylvania. To optimize potential growth and enhance performance at the individual, team, and organizational levels, we collaborate with companies all around the world. Our techniques integrate process, technology, and data science with tried-and-true ways for dealing with issues in business and leadership. By promoting alignment between culture, leadership, and strategy, our goal is to assist businesses in achieving their full performance potential.

### DIFFERENTIATORS

- Expert business technologist skilled in organizational management, online marketing, computer science and applied behavioral analysis.
- Capability to scale business processes and systems to increase value for both the organization, it's impact and its customers.
- Full-Service results Driven online marketing team specializing in Search Engine Optimization.
- Custom Technology solutions to adjust to any business objective for both Metrics and Key Performance Indicators.



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### PAST PERFORMANCE

#### Confidential Client: Identify Impact Reporting Solution and Implementation

- Assessed Companies overall program and reporting needs.
- Researched and met with multiple software companies to determine the best fit to meet the organization's needs.
- Coordinated with the development teams and the business decision makers to help build the understanding of the software solution and getting a full understanding of the benefits of implementation.
- Collaborate directly with the staff to get a better understanding of each role so that their SOP's can be created during this process.
- Made Recommendation of System administrator to maintain the agile updates of the front end of the UX.

#### Community Development Organization

- Provided technical analysis and engineering assistance with program, requirements, change management, and IT related to the organization.
- Provide Infrastructure advice and Information Technology Support to plan and coordinate, current and future enterprise architecture and IT needs throughout the organization.
- PMP, for network implementation project through-out multiple locations of the organization

#### Department of Commerce: Bureau of Census

- Analytical task required in the collection control, field review and reporting of statistical data obtained for the National Ambulatory Medical Care Survey.
- Interview and screen for field representatives' roles.
- Support multiple municipalities teams to reach daily goals.
- Liaison between the field representative, regional survey manager and Senior managers, HQ.

#### Confidential Information Technology Support and Billing

- Traced network errors that cause loss of connectivity with internet, phone, and TV service.
- Created prompt resolution to customers via telephone and/or e-mail to assist with a variety of customer inquiries and issues.
- Performed complex diagnostic troubleshooting to resolve voice, video & data service issues.
- Configured Static IP's
- Build configuration files for new service.
- DNS monitoring
- Migration of Domain names
- Bandwidth reporting analysis

### KEYWORDS:

Business technology consulting, digital marketing and technology consulting, business strategy consulting, digital marketing consulting, technology consulting services, business transformation consulting, IT consulting services, digital transformation consultancy, technology implementation services, business process automation consulting, IT infrastructure consulting services, enterprise technology solutions, digital marketing agency, web design and development company, online marketing strategies, digital transformation services.

### CEO AND PRINCIPAL: JAMILAH LAWRY, PMP, CSM & MCSA

Jamilah Lawry is a business fixer. She is committed to helping small business and non-profit leaders identify and streamline processes within their organization. This can consist of process & procedures, software, systems, online marketing solutions and planning. Having these things in place helps organizations prepare for a crisis even if it never happens. One of the biggest mistakes people make in a crisis is not knowing they are in a crisis.

Over the past few years' small businesses of all sizes and structures have experienced a crisis in some form or fashion. I have been able to identify a vast need for process, and online visibility using search engine optimization, and system improvement within organizations. Having a process in place is one of the key factors in running your business seamlessly, but even more so handling a crisis. I help business leaders understand that a business crisis stretches far beyond PR (public relations). Something as simple as knowing your staff's skill set is a prime example of who does what, where and why, Preparation is key.

You can feel confident engaging Jamilah to guide you and your organization to solve these problems. Over the years, my expertise has been honored with remarkable and notable accolades, including an achievement award, successful project outcomes, and notable accomplishments such as delighting audiences of every size with insight and inspiration to achieve meaningful goals to succeed in business.

### CODES:

#### NAICS Codes:

- 541990: All other Professional, Scientific, and Technical Services
- 611420: Computer Training
- 541690: Other Scientific and Technical Consulting Services
- 541519: Other Computer Related Services
- 541611: Administrative Management and General Management Consulting Services
- 541613: Marketing Consulting Services
- 541810: Advertising agency consulting services
- 541613: Other Management Consulting Services
- 611430: Professional and Management Development Training
- 541410: Interior Design Services

#### PSC Code:

R499 Support- Professional: Professional Services Management Advisory Services.

#### FSC Code:

- A Research and Development
- D Automatic Data Processing and Telecommunication Services
- G Social Services
- L Technical Representative Services
- R Professional, Administrative and Management Support Services
- T Photographic, Mapping, Printing, and Publications Services