



**All Things Creative**  
*a communications consultancy*

**Robyn Short, Principal**  
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4500 Forbes Blvd. Suite 200-E7  
Lanham, MD 20706

[www.atcr8v.com](http://www.atcr8v.com)

## Capabilities

### Who We Are

All Things Creative, LLC is a strategic communications firm specializing in outreach, education, and awareness campaigns for health and community development initiatives. The firm offers branding, design, marketing, and digital media services for public, private, and nonprofit organizations both locally and internationally.

We are your strategic partner in communications. Our collaborative, user-centered approach allows us to speak the language of your audience and craft communications that educate, resonate, inspire, inform, and transform mindsets, behaviors, and experiences.

*Our passion is building stronger, healthier, more resilient communities—one campaign at a time.*

### Our Focus

We build integrated marketing campaigns. Many of our initiatives are public-private partnerships involving:

- Public health, community development, and human services programs
- Community outreach and engagement
- Awareness and audience building

### Program Areas & Key Initiatives

We've covered key initiatives encompassing mental health, behavioral health, disease prevention, homelessness, housing, workforce development, neighborhood revitalization, youth, and education.

### Our Services

We manage projects from concept to production. Our strategic services include:

#### Branding

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- Identity
- Naming
- Taglines & Messaging
- Brand Standards
- Communications Audits

#### Marketing

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- Marketing Strategy
- Content Strategy & Planning
- Digital Campaigns
- Social Media Strategy
- Social Monitoring & Campaign Management
- Analysis & Reporting

#### Design

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- Data Visualization
- Publications & Reports
- Collateral
- Ad Campaigns
- Conferences & Events Installations/Materials
- Training Materials
- Presentations
- Announcements & Invitations
- Apparel & Promotions

#### Accessibility

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- ADA/508 Compliance
- Authoring, development, & remediation

#### Digital

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- User Experience Design (UX)
- User Interface & Information Architecture (UI/IA)
- Website Design & Development
- Digital Publications
- Video Production & Photography

#### Instructional Design/eLearning

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- Blended, Fused, & Asynchronous Courses
- F2F to Online Conversions
- PowerPoint Conversions
- Video Lectures
- LMS/Website Integration
- Interactivity & Assessment



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## MAJOR CLIENTS

### Government

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National Institutes of Health (NIH)  
U.S. Dept. of Health & Human Services (HHS)  
U.S. Agency for International Development (USAID)  
Maryland Dept. of Health & Mental Hygiene (DHMH)  
Behavioral Health Administration  
Maryland Dept. of Housing & Community Development  
Maryland Dept. of General Services

### Commercial

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CISION/HARO  
Corvias  
Pearson

### Nonprofit

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The World Bank Group  
International Finance Corporation (IFC)  
Inter-American Development Bank (IDB)  
Ashoka  
Jhpiego  
Population Services International (PSI)  
International Youth Foundation  
Epilepsy Foundation  
American Breast Cancer Foundation  
Family, Career, & Community Leaders of America  
Low Impact Development Center  
New Endeavors by Women  
Partnership for a Healthier America  
National Association of Community Health Centers

## MAJOR CAMPAIGNS

Let's Move! Active Schools  
BlueButton  
Maryland Smoke-Free Multi-Unit Housing

Maryland Crisis Hotline  
Maryland Mortgage Program  
Maryland Clean Water Partnership

## NAICS CODES

541430—Graphic Design Services  
541511—Custom Computer Programming Services  
541519—Other Computer Related Services

541611—Administrative Management and General  
Management Consulting Services  
541613—Marketing Consulting Services

## CERTIFICATIONS

### State

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MDOT MBE/DBE/SBE Certification: 14-035  
MD Small Business Reserve Vendor ID: 00013235

### County

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Prince George's County Based Business: CBBC-14-089  
Prince George's County MBE: 14-9687

### Federal

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EDWOSB  
Minority Owned  
Small Business

**DUNS:** 079147106

**CAGE:** 6ZVJ5