

Technical Proposal

RFP Subject: Professional Advertising, Marketing and Promotional Services

RFP Number #: CRFP 1300 ST02600000001

State of West Virginia

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DIVISION



BrennSys

BrennSys Technology LLC


249 Lily Ridge Dr, Canonsburg, PA 15317

Name: Larry Aldrich

Phone: 412-638-1543

Email: laldrich@brennsys.com

SAM UEI: WPH4T2F5XXU7

Signature: 

Date: September 04, 2025

Cover Letter

Dear Mr. Welch,

On behalf of BrennSys Technology LLC (BrennSys), I am pleased to submit our proposal to support the West Virginia State Treasurer's Office with professional advertising, marketing, and promotional services. We recognize the importance of increasing awareness and participation in state programs such as SMART529, WVABLE, Jumpstart Savings, and the Hope Scholarship, and we are prepared to deliver innovative, cost-effective campaigns that promote these initiatives.

BrennSys has a proven history of designing and implementing successful outreach strategies for government agencies. To further strengthen our capabilities, BrennSys recently acquired Aqua Marketing & Communications, a well-established creative agency with extensive expertise in branding, advertising, and strategic communications. This acquisition enables us to provide the Treasurer's Office with an expanded in-house team of creative professionals who have decades of experience in producing high-quality, results-driven campaigns across digital, print, broadcast, and social media platforms.

Our comprehensive approach combines research-based planning, creative design, multimedia production, and targeted digital advertising to ensure each initiative produces measurable results. With dedicated account management, transparent budget oversight, and timely reporting, we provide the accountability, responsiveness, and innovation necessary to support the Treasurer's Office effectively.

Our recognitions include industry awards for excellence in creative design, digital marketing, and public engagement campaigns, highlighting the quality and impact of our work.

We look forward to the opportunity to serve as a strategic partner and contribute to the ongoing success of the Treasurer's Office programs. If you have any questions or need additional information, please contact me at 412-638-1543 or ldaldrich@brennsys.com.

Thank you for your time and consideration.

Sincerely,



Larry Aldrich

President, BrennSys Technology LLC



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1. Introduction

BrennSys recognizes that the West Virginia State Treasurer's Office (STO) plays a crucial role in managing the state's financial operations, investment programs, and public initiatives that affect individuals, families, and businesses throughout West Virginia. From overseeing key functions such as Banking Services and the Board of Treasury Investments to promoting participation in programs like Unclaimed Property, SMART529, WVABLE, WV457, Jumpstart Savings, and the Hope Scholarship, the STO requires ongoing, high-quality advertising and outreach to inform, engage, and empower the citizens it serves. We understand that success depends not only on meeting statutory requirements but also on maximizing program participation, improving financial literacy, and building public trust.

BrennSys brings the expertise, creative strength, and proven methods to fulfill this need. With our recent acquisition of Aqua Marketing & Communications, we offer decades of combined experience in creating and executing integrated marketing campaigns, targeted digital outreach, and creative design that connect with diverse audiences. Our team has managed government and public-sector communications at scale, delivering results through research-based strategies, multimedia production, and measurable performance tracking.

We approach the Treasurer's Office engagement with a clear understanding of its duty to manage multiple programs simultaneously, each requiring customized messaging and cost-effective campaigns. BrennSys is ready to act as a strategic partner—developing detailed strategies, producing engaging content, running multi-channel campaigns, and providing post-project evaluations—to ensure STO initiatives reach their target audiences and deliver measurable results.

Agencies we have worked with:



U.S. Small Business Administration



U.S. Department of Veterans Affairs



VETERANS EXPERIENCE OFFICE



2. Account Management

BrennSys, strengthened by our acquisition of Aqua Marketing & Communications, offers a structured, proactive, and cost-effective approach to account management designed to keep projects on track, budgets aligned, and communication seamless. We understand that the West Virginia State Treasurer's Office (STO) manages multiple programs with different audiences, requiring a disciplined account management process that ensures coordination, accountability, and transparency.



Figure 1: Our Stepwise Account Management Process

- 1. Account Setup & Orientation**—After the award, we will hold a kickoff meeting with STO leadership to introduce the team, confirm communication protocols, review budgets and timelines, and outline the next steps. Weekly progress updates and ad hoc meetings will keep everyone aligned throughout each project.
- 2. Discovery**—We will thoroughly review STO's promotional history, previous research, and stakeholder insights. This stage will also include SWOT analysis and benchmarking to ensure campaigns are based on solid evidence.
- 3. Unique Positioning** – Using discovery insights, BrennSys will suggest positioning strategies and messaging platforms tailored to each STO program, with testing to confirm audience resonance.
- 4. Planning** – We will convert insights into detailed campaign plans that outline objectives, audiences, budgets, timelines, and KPIs, ensuring STO has a clear, approved roadmap before execution.
- 5. Recommendations**—In addition to strategy, BrennSys will present tactical recommendations for STO review, providing options that maximize creativity, impact, and ROI.
- 6. Integration & Multi-Channel Execution** – We will combine creative production, digital marketing, broadcast, print, and stakeholder outreach into a unified plan, ensuring consistency across all contact points.
- 7. Establishing Metrics & Analysis** – KPIs will be set from the start to track short-term results (awareness, engagement) and long-term effects (program enrollments, retention).
- 8. Execution** – BrennSys will implement campaigns with disciplined project management, ensuring on-time delivery, budget control, and high-quality creative.
- 9. Analysis & Reporting** – STO will receive organized monthly, quarterly, and annual reports detailing campaign performance, ROI, insights, and actionable recommendations.
- 10. Ongoing Account Management** – A dedicated account manager will offer ongoing oversight, meeting summaries, strict budget management, and proactive issue resolution to maintain quality and client satisfaction.

By implementing this 10-step account management process, BrennSys will deliver well-planned, efficiently managed, and results-driven campaigns for the Treasurer's Office, ensuring maximum reach and participation across West Virginia.

3. Campaign Strategy (Research, Planning and Budgeting)

BrennSys approaches campaign strategy as a collaborative, data-driven process to maximize program participation and ROI. We understand that each STO program targets a specific audience—students, families, employees, or the general public—and requires tailored strategies based on research, aligned with statutory goals, and evaluated with clear performance metrics.

Consultation and Strategic Planning – At the start of each engagement, BrennSys will conduct strategic planning sessions with STO stakeholders to confirm objectives, refine target audiences, and establish campaign themes. These sessions also include alignment on budgets, timelines, and success criteria. We will provide STO with best-practice recommendations on media mix, digital targeting, creative development, and outreach strategies, ensuring the strategy is comprehensive and cost-effective.

Research, Discovery, and Pre-Campaign Analysis – Our process begins with a detailed review of STO's past campaigns, existing research, and audience insights. We improve this with surveys, stakeholder interviews, and competitive analysis to identify opportunities for greater impact. Based on this discovery, we develop positioning and messaging platforms tailored to each program, validated through research and market testing when appropriate.

Campaign Development and Execution – BrennSys designs comprehensive campaign strategies that combine digital, social, broadcast, print, and grassroots outreach into a single cohesive plan. Each plan includes creative advertising and promotional themes, channel strategies, and project budgets that are directly tied to specific objectives and desired results. Account managers oversee daily coordination to ensure alignment, timeliness, and fiscal responsibility.

Measurement, Mid-Campaign Assessments, and Post-Campaign Reporting – From the start, BrennSys establishes Key Performance Indicators (KPIs) such as reach, engagement, impressions, conversions, and enrollment or participation growth. Mid-campaign reviews allow us to make data-driven adjustments, ensuring performance remains on track. At the end of each campaign, we deliver post-campaign reports that include summaries of outcomes, performance data, ROI analysis, lessons learned, and recommendations for ongoing improvement.

Table 1: Campaign Strategy KPI Framework

Objective	Key Performance Indicators (KPIs)	Data Sources	Reporting Frequency
Increase Awareness of STO Programs (SMART529, WVABLE, WV457, Hope Scholarship, Jumpstart Savings, etc.)	- Reach (impressions, GRPs) - Website traffic growth - Social media reach & engagement	Media analytics, Google Analytics, social platforms	Monthly & mid-campaign updates
Drive Participation and Enrollment	- Number of new accounts/enrollments - Increase in applications submitted - Cost-per-acquisition (CPA)	STO program enrollment data, campaign tracking codes	Mid-campaign check & final report
Enhance Public Engagement	- Social engagement (likes, shares, comments, CTRs) - Event attendance - Survey feedback/awareness levels	Social media dashboards, event data, surveys	Monthly, with final analysis
Ensure Cost-Effectiveness	- ROI vs. campaign spend - Cost-per-thousand impressions (CPM) - Budget variance tracking	Media buying reports, internal financial reports	Monthly & quarterly

Strengthen Long-Term Program Trust	- Post-campaign awareness lift - Brand sentiment analysis - Retention/renewals (where applicable)	Post-campaign surveys, sentiment tools, STO data	End of campaign & annual review
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Examples of Project Budget Proposals, Campaign Strategies, and Post-Campaign Reporting



Our proposal for Visit Lauderdale encompassed a full advertising, public relations, and social media account covering the CVB, Port Everglades, Fort Lauderdale-Hollywood International Airport, and the Broward County Convention Center. The budget was designed to rebalance marketing spend away from local drive markets toward higher-value, long-haul markets, while also allocating funds for crisis communications and luxury traveler outreach.

The campaign strategy centered on the new “Welcome” brand platform, positioning Greater Fort Lauderdale as cosmopolitan, diverse, inclusive, and welcoming to all. Multi-channel tactics included new video/photography assets, provocative creative for print and digital, takeover ads, social media, and niche placements in boating and luxury travel publications.

Post-campaign reporting demonstrated substantial return:



- Campaign earned press coverage with an estimated ad value of \$2.6M and viral syndication to 19+ million viewers.
- Multiple Flagler Awards, including Best Campaign and Best Television.





Budget allocations for this long-term account focused on phased integration of advertising, PR, and later social media, ensuring consistent message reinforcement while maximizing cost efficiency.

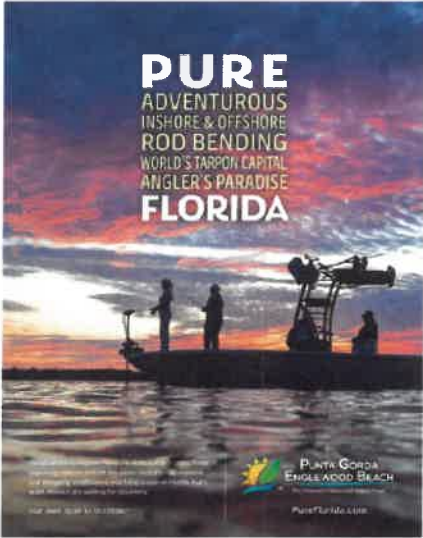
Our campaign strategy repositioned the area with the new tagline **“Our Best Side is Outside”** and expanded messaging into digital and social channels. A strong summer social media push combined with advertising and PR boosted both awareness and intent to visit.

Post-campaign reporting demonstrated measurable ROI:

RESULTS



- Tourism tax collections up 10% year over year





The project budget was structured to emphasize **high-impact, cost-efficient media placements** (billboards on I-95, targeted emails, Expedia partnerships) complemented by digital/social campaigns.

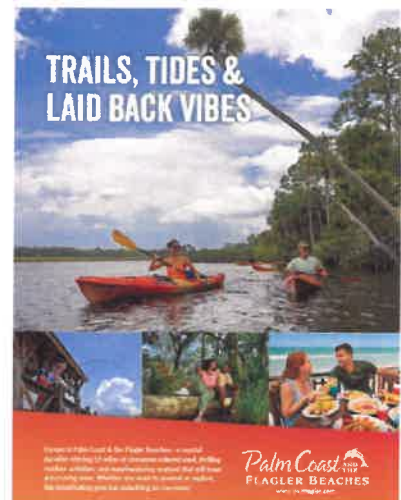
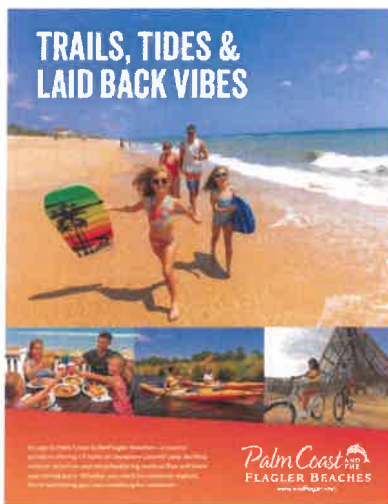
The creative campaign “**Trails, Tides & Laid Back Vibes**” showcased the destination’s eco-activities, relaxed beaches, and foodie culture. Channels included OOH, targeted emails, paid social, website optimization, and direct booking partnerships.

Post-campaign results included:

RESULTS

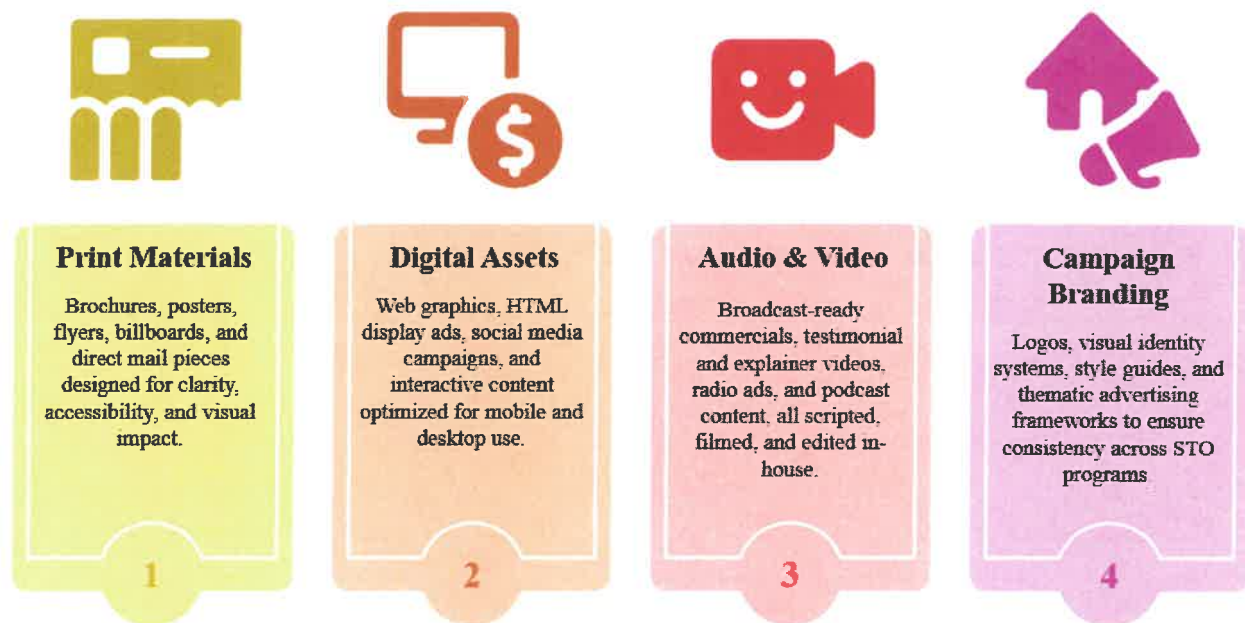


- With 5,200 daily sessions vs. 1,500 baseline.
- **Expedia direct bookings exceeded \$51,800 with 4.6:1 ROAS.**



4. Creative Services

We offer comprehensive in-house creative services across print, digital, audio, and video platforms. Our team includes designers, copywriters, photographers, videographers, editors, and multimedia specialists who collaborate to produce high-quality commercial creative products without depending on third-party subcontractors. This provides better control over quality, consistency, costs, and timelines—benefits that support the West Virginia State Treasurer’s Office (STO). Our staff has extensive experience in developing:



Our Creative team has extensive expertise in the following digital tools:



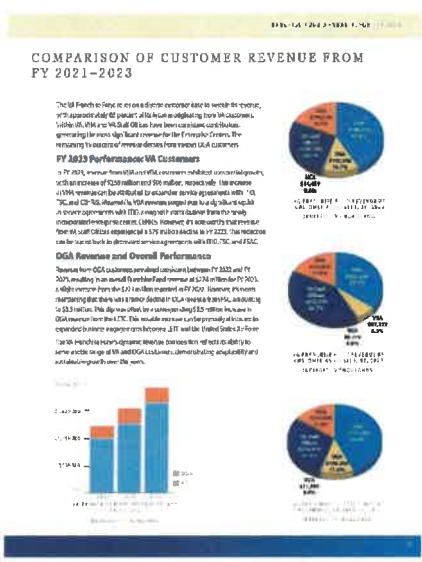
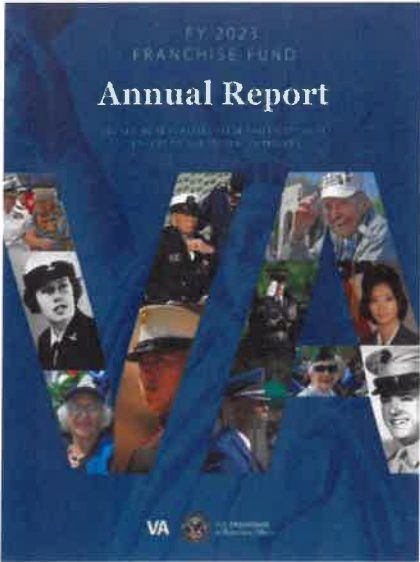
Our creative process includes **concept development, storyboarding, copywriting, design, multimedia production, and final quality assurance.** We use industry-leading tools such as the Adobe Creative Suite, Final Cut Pro, and professional-grade photography and audio equipment. Every product is reviewed through our internal quality controls before delivery, ensuring STO receives polished, professional assets ready for broadcast, print distribution, or digital publishing.

Because all services are delivered in-house, STO benefits from streamlined communication, quicker turnaround times, cost savings, and closer integration between creative development and campaign strategy. This model allows BrennSys to maintain end-to-end accountability—from concept to execution—while ensuring every creative deliverable aligns with the STO’s objectives, brand identity, and statutory mission.

Our creative strength is rooted in a seasoned design team led by Thom Hart and Tracy Langer. Together, they bring over 50 years of combined experience in design, branding, and strategic communications. Their collective expertise covers federal agencies, municipalities, higher education, healthcare, technology, real estate, and the travel/tourism sector, delivering award-winning solutions that consistently surpass client expectations.

MEMBERS OF THE VA FRANCHISE FUND
NETWORK

Escape to Palm Coast & the Flagler Beaches—a coastal paradise offering 19 miles of cinnamon-colored sand, thrilling outdoor activities, and mouthwatering seafood that will leave you craving more. Whether you want to unwind or explore, this breathtaking gem has something for everyone!



5. Comprehensive Marketing and/or Advertising Campaign

BrennSys plans to launch a six-week marketing campaign to boost participation in the West Virginia Jumpstart Savings Program. The campaign starts with a strategic planning session with STO leadership to align goals, identify target audiences—such as students pursuing trade careers, families supporting career development, and employers who can promote the program—and set measurable Key Performance Indicators (KPIs). These KPIs include new account enrollments, more website visits to the Jumpstart Savings portal, and increased digital engagement.

We will organize the campaign budget to maximize cost efficiency and reach. Funds will be allocated primarily to the media channels most likely to reach priority audiences at the lowest cost-per-acquisition effectively. Digital and social media will allow for precise targeting of families and young adults, while broadcast and radio will help build statewide awareness. Print and newspaper ads will enhance credibility and deliver localized messages and direct mail will target households most likely to benefit. Outdoor advertising, like billboards and transit ads, will offer high-visibility reinforcement. All media planning and placement will be managed internally to ensure competitive pricing, strict budget control, and added-value opportunities without markup to the Agency.

Some of the tools we use for campaign management and tracking include:



Our in-house team will handle creative development entirely. Campaign deliverables will feature a consistent theme and message platform highlighting Jumpstart's role in helping West Virginians prepare for future careers through disciplined savings. Assets will include digital display and video ads, radio messages, connected TV spots, print ads, direct mail pieces, and outdoor creative. Each asset will go through quality assurance to ensure clarity, accessibility, and alignment with campaign goals.

Implementation will be closely overseen, and media performance will be tracked in real time through analytics dashboards, enrollment data, and vendor reports. Metrics such as cost-per-acquisition, engagement rates, impressions, and conversions will be reviewed weekly. Mid-campaign adjustments will be made to reallocate resources toward the most effective channels and maximize overall performance.

At the end of the six-week campaign, BrennSys will deliver a comprehensive post-campaign report to the Treasurer's Office. This report will detail outcomes against established KPIs, provide ROI analysis, and include insights on creative performance, audience engagement, and enrollment growth. It will also contain recommendations for ongoing improvement and long-term messaging strategies, ensuring STO can leverage campaign results in future outreach efforts.

Turning Big Data into Big Wins with our very own AquaIntel™

We have our own proprietary tool, AquaIntel™, which elevates business intelligence and campaign reporting to a whole new level. AquaIntel™ is the starting point and the final reporting platform for all our marketing efforts. It gathers large data sets from various media channels, integrates with platforms like Google Analytics and social dashboards, and provides real-time client performance dashboards customized for each program.

Through AquaIntel™, the Treasurer’s Office will gain access to transparent, accurate, and actionable reports on KPIs ranging from awareness and engagement to conversions and ROI. Unlike generic third-party tools, AquaIntel™ is managed by our experienced marketers who interpret data within the context of program goals, ensuring that every insight leads to smarter decisions and better outcomes. Monthly, quarterly, and annual reports generated through AquaIntel™ will show measurable impact, demonstrate ROI, and support ongoing improvement of STO campaigns.



Results That Move the Needle

VISIT LAUDERDALE
EVERYONE UNDER THE SUN

TAX COLLECTIONS
UP 33%

AVERAGE DAILY RATE
UP 24%

HOTEL REVENUE
UP 38%

REVPAR
UP 27%

WEST PALM BEACH
Business. Life. Balanced.™

NEW JOBS
UP 5,000

NEW INVESTMENTS
UP \$2.27B

AUDIENCE REACH
9 million plus

PUNTA GORDA ENGLEWOOD BEACH
The Charlotte Harbor Gulf Island Coast

WEB SESSIONS
UP 39%

NEW WEB INQUIRIES
UP 33%

VISITATION
UP 5.8%

OCCUPANCY
UP 12.5%

6. Targeted Digital Advertising Campaign

BrennSys will design and implement targeted, cost-effective digital advertising campaigns aligned with STO program goals. Our process begins with audience research and segmentation to identify the groups most likely to engage with each program. Using demographic data, behavioral insights, and enrollment trends, we will craft tailored messages and deliver them through the most effective digital channels, including social media, programmatic display, connected TV, and search.

We will use microtargeting and geofencing to maximize impact. Microtargeting will analyze consumer data and predictive analytics to tailor messages based on demographics, behaviors, and life stages. Geofencing will enable us to send program-specific ads to people's mobile devices when they are in or near designated locations such as schools, training centers, and community events. These methods, combined with retargeting, will ensure STO campaigns are seen at the most influential moments. Here are some tools and processes we use:



Google Ads



All creative assets will be created in-house to ensure consistency with campaign objectives and STO branding. Media placement will be managed directly by BrennSys to maximize cost efficiency and capture additional value opportunities. Campaign performance will be monitored and reported through AquaIntel™, our proprietary analytics platform, which will offer STO real-time dashboards along with monthly, quarterly, and yearly reports that show ROI and suggest future improvements.

PURE
AWARD-WINNING
CLUB SWINGING
HOLE-IN-ONE
FAIRWAY FUN
FLORIDA

Discover why Punta Gorda/Englewood Beach is a golfer's paradise, offering year-round play on more than 18 scenic courses, including the award-winning Har Gate Landing. Open your mind, walk up the sand dunes, and experience fresh Gulf seafood on our island. Click today to download our free golf guide featuring championship and recreation course ratings as well as a map to the location.

PLAN YOUR GOLF ESCAPE TODAY!

Find Your Perfect Stay
Ready to plan your dream vacation? For full service resorts and luxury vacation rentals, discover a range of stays to recharge in island comfort.

LEARN MORE >

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PURE
FOODIE FRIENDLY
SEAFOOD SAVORY
HARBOR DINING
GULF-TO-TABLE
FLORIDA

From fresh Gulf seafood to dining under the stars, enjoy the natural beauty of Punta Gorda/Englewood Beach in a family-friendly setting. Enjoy waterfront dining with breathtaking views, indulge in award-winning dishes, and experience the flavors that make this destination unforgettable. Whether you're craving a casual blowout or a gourmet feast, every meal here is crafted to impress. Plan your next delicious getaway and explore the best of island life.

PLAN YOUR FOODIE ESCAPE!

Savor International Delights by the Coast
Embark on a global culinary adventure when you dine at the coast. From local seafood to international cuisine, enjoy a variety of dishes that will tantalize your taste buds. From casual dining to fine dining, there's something for everyone.

LEARN MORE >

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ENGLEWOOD BEACH**
FLORIDA

Example of a Similar Campaign Completed Within The Last 24 Months



Client: Palm Coast and the Flagler Beaches Tourism Development Office

Campaign: “Trails, Tides & Laid Back Vibes” (2023–2024)

We recently completed a fully integrated marketing campaign for Palm Coast and the Flagler Beaches within the past 24 months. The objective was to increase visitation by positioning the destination against better-known regional competitors such as Daytona Beach and St. Augustine.

Strategy and Execution:

The campaign budget was strategically allocated to cost-efficient, high-impact channels including I-95 corridor billboards, targeted regional email campaigns, paid social media advertising (Facebook and Instagram), digital video, and direct booking placements through Expedia Travel Group. Creative centered around the theme “*Trails, Tides & Laid Back Vibes*”, highlighting eco-tourism, pristine beaches, and culinary attractions.



Dramatic Increase in Engagement The response to the “Trails, Tides & Laid Back Vibes” campaign was nothing short of extraordinary, as the integrated efforts across email, billboards, social media, web strategy, and direct booking platforms sparked a massive and immediate surge in consumer interest.

Before the campaign, the website saw an average of 1,500 daily sessions. Within the first month of launching the campaign, this number jumped to nearly 5,200 sessions per day—a remarkable 237.4% increase. Organic traffic also grew by over 8%, reflecting increased word-of-mouth and general awareness.



This campaign demonstrates our ability to **research, plan, budget, execute, and measure** a comprehensive marketing program that directly increased participation and revenue — aligning with the goals of the West Virginia State Treasurer’s Office for measurable outreach and program growth.



The email campaigns were highly effective, generating 375,000 impressions and a 25.7% open rate, translating into 9,000 clicks and a substantial boost in inquiries and bookings. Families and nature lovers were particularly drawn to the eco-activities and serene beach experiences showcased in the emails.

The campaign also included a direct booking strategy through the Expedia Travel Group, featuring platforms like Expedia.com, Hotels.com, and VRBO. The impressive results generated over \$51,800 in direct bookings with a 4.6:1 Return on Ad Spend (RoAS).

RESULTS

WEBSITE TRAFFIC
UP 237.4%

BANNER/VIDEO AD
IMPRESSIONS
5.24M+

OUTDOOR
IMPRESSIONS
2.17M+

PAID SOCIAL
IMPRESSIONS
2.66M+

7. Mandatory Project Requirements

Capability to Deliver Full Advertising Services Across Multiple Programs

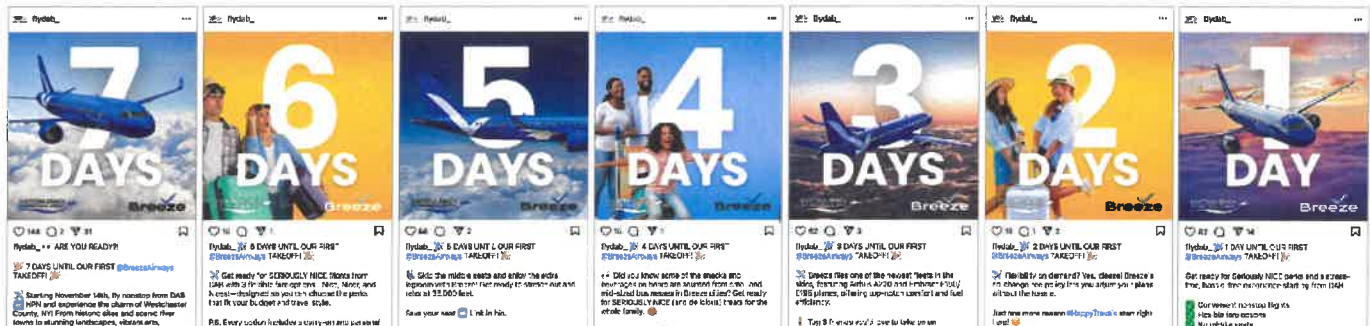
We have successfully executed large, multi-program, and multi-channel campaigns for public-sector clients with similar needs. For the VA's AboutFace program, BrennSys produced multimedia storytelling campaigns highlighting Veterans' health journeys, creating testimonial videos, web content, and social media assets that boosted awareness and program engagement. For the VA's Veterans Experience Office (VEO), we supported initiatives that required simultaneous creative development, outreach strategies, and digital engagement campaigns across multiple Veteran-focused programs.

In addition to federal program work, BrennSys—through Aqua—brings decades of experience supporting counties, cities, and economic development groups across Florida and beyond. Aqua has worked with Volusia, Flagler, Broward, Charlotte, Manatee, Seminole, Collier, Nassau, and Pinellas Counties, as well as cities like West Palm Beach, Punta Gorda, Pensacola, Dunedin, and Deltona.

Our staff has also supported economic development offices and alliances, including the Broward Alliance, the City of West Palm Beach Office of Economic Development, the Seminole County Office of Economic Development, and the Southwest Florida Business Alliance. These efforts involved simultaneous campaigns to attract businesses, develop the workforce, and foster community growth—similar in complexity to STO's multi-program needs.

As one of the most awarded tourism and travel marketing firms in the country, Aqua has also managed integrated campaigns for destination clients such as **Visit Lauderdale, Punta Gorda/Englewood Beach, Palm Coast and Flagler Beach, the Bradenton/Anna Maria Island CVB, Visit Seminole, the Amelia Island CVB,** and major transportation hubs including **Port Everglades, Pensacola International Airport, Fort Lauderdale-Hollywood International Airport, and Sarasota-Bradenton International Airport.** These assignments demonstrate our ability to deliver high-impact campaigns across broadcast, digital, print, outdoor, and experiential channels, often for multiple concurrent programs.

This extensive experience demonstrates that BrennSys has the operational expertise, in-house creative and media buying capabilities, and financial stability to support the West Virginia State Treasurer's Office with comprehensive advertising across all programs simultaneously.



Project Budgets and Approvals

BrennSys fully understands and agrees to the requirements of the State Treasurer’s Office regarding project budgets and approvals. For each strategy or project, our team will prepare and submit a detailed project plan and budget for Agency review and approval before starting. These budgets will include detailed labor hours by role, production costs, media allocations, and other anticipated expenses, ensuring complete transparency and cost predictability.

BrennSys will not bill for hours beyond the approved budget unless a revised budget is first created, reviewed, and approved in writing by the Agency. We recognize that it is entirely up to the Agency’s discretion to approve budget amendments after the initial approval, and we will fully comply with this requirement.

Timeframes and deadlines for each project will be agreed upon jointly with the Agency and documented in each project plan. To ensure accountability and efficient progress, BrennSys will provide weekly status updates and deliverables trackers that follow approved timelines and budgets.

No materials, campaigns, or deliverables will proceed without prior approval from the Agency. This process ensures the Treasurer’s Office maintains complete oversight of scope, cost, and schedule, while also providing BrennSys with the framework to manage resources efficiently and deliver high-quality results within budget.

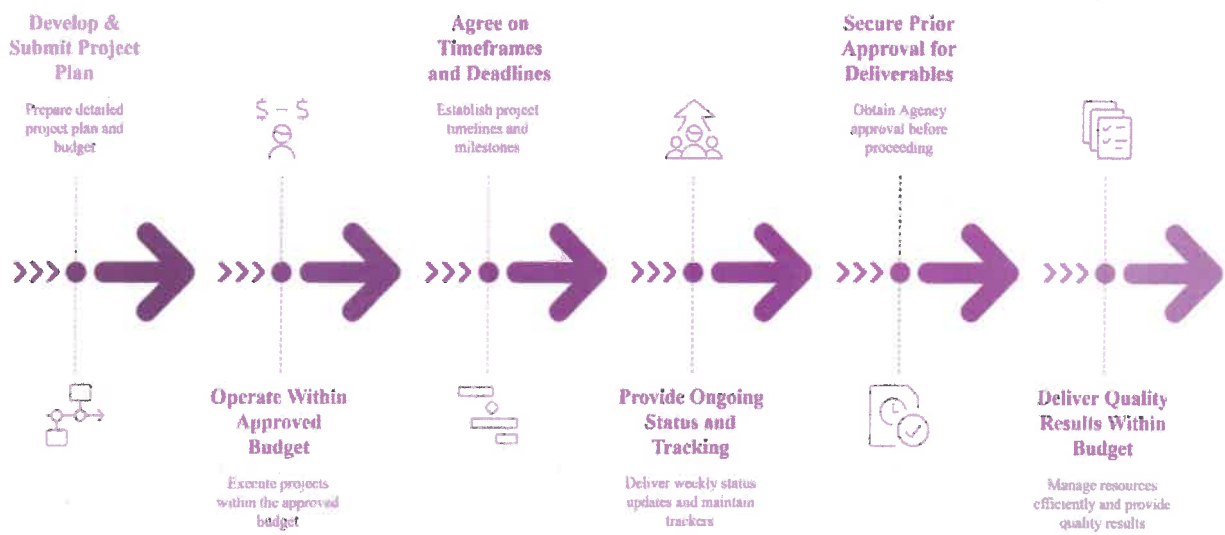


Figure 1: Our Project Budget and Approval Process

Post Summary Project Reports

BrennSys will prepare and deliver a comprehensive post-project summary report for each strategy or campaign within 45 days of completion, fully complying with the Agency's requirements. Each report will include:

- **Outcomes** – a comparison of planned versus actual results against approved campaign goals and KPIs.
- **Performance Data** – detailed metrics such as impressions, reach, engagement, click-through rates, conversions, and ROI across all channels used.
- **Insights & Analysis** – expert interpretation of the data by our marketing team, identifying what resonated with audiences, where optimizations succeeded, and opportunities for improvement.
- **Recommendations** – actionable guidance for refining future campaigns to maximize efficiency and impact.

These reports will be generated and displayed using AquaIntel™, BrennSys's proprietary analytics platform, which integrates data from all media channels into a unified client dashboard. AquaIntel™ enables STO to not only view raw performance data but also gain deeper insights into audience behavior, conversion funnels, and market trends.

BrennSys Post-Project Reporting Process



Subcontractor Management

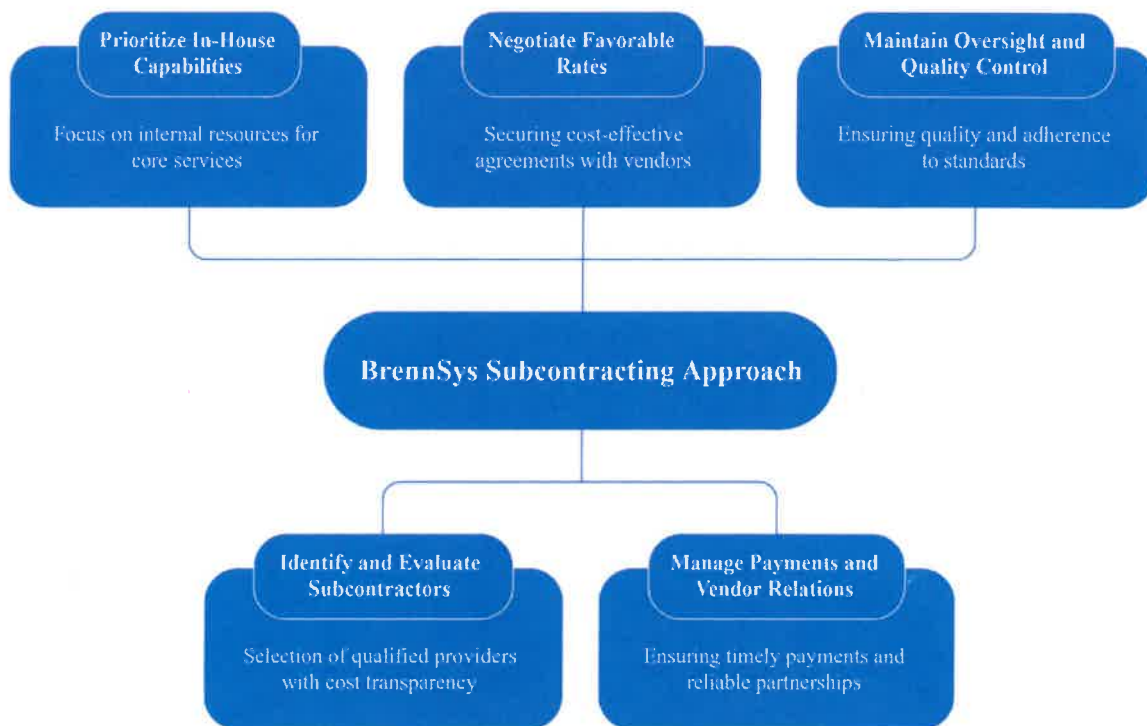
BrennSys maintains comprehensive in-house capabilities for creative services, media planning and buying, digital advertising, video production, design, and analytics, making subcontracting the exception rather than the rule. This approach allows the Treasurer's Office to have direct control, streamlined workflows, and consistent quality without the extra costs or delays often associated with relying on third parties.

If a specialized service needs to be subcontracted—such as large-scale printing, event production, or niche technical services—BrennSys will handle the identification and management of those service vendors entirely. We will:

- **Obtain at least three detailed cost estimates** from qualified subcontractors (excluding media buys) and submit them to the Agency for review and approval.
- **Negotiate favorable rates** that ensure the best value, leveraging our industry knowledge and vendor relationships.
- **Remit payment within 45 days** of receiving a subcontractor's invoice, regardless of reimbursement status, ensuring project continuity and strong vendor partnerships.

This process guarantees that subcontracted services are employed when needed, procured transparently and cost-effectively, and always stay under BrennSys's direct oversight to ensure quality and timely delivery.

BrennSys Subcontracting Strategy



8. Qualifications and Experience

BrennSys Technology LLC, in partnership with Aqua Marketing & Communications, offers an award-winning team of experts with extensive knowledge in marketing, communications, design, research, and project management. Together, our team has over twenty years of successful experience in delivering advertising, public outreach, and brand development campaigns for federal agencies, state and local governments, economic development organizations, and tourism clients.

Our multidisciplinary team includes senior creative directors, graphic designers, public relations specialists, copywriters, researchers, and project managers—each with advanced training and specialized expertise. Team members hold degrees in graphic design, communications, business administration, psychology, and media studies, along with industry-recognized certifications in Google Analytics, SEO/SEM, Meta Ads, inbound marketing, and project management (PMP). Staff have managed multimillion-dollar marketing budgets, supported federal health and veterans' initiatives, and created creative assets across print, digital, broadcast, and social media platforms.

Staff Qualifications

Larry Aldrich – Master of Business Administration in Marketing Management; Service-Disabled Veteran with Top Secret clearance; over 20 years of leading federal contracting and multimillion-dollar communication programs for the Department of Veterans Affairs, Bureau of Land Management, and Small Business Administration.

Fran Vaccaro – Bachelor of Arts in Communications with over 25 years of experience in marketing and communications. Regional Director at Aqua, managing major tourism, airport, port, and healthcare campaigns.

Dave DiMaggio – Over 30 years of leadership in destination marketing; founding principal of Paradise Advertising and Director of Client Strategy at Aqua; known for award-winning campaigns worldwide.

David Deas – Bachelor of Arts in Communications with a concentration in Journalism and a Certificate in Advanced Advertising Studies; over 15 years of experience as a senior copywriter; award-winning in broadcast, print, and digital campaign storytelling.

Angela Adamo – Bachelor of Arts in Graphic Design and Visual Arts; over 15 years of experience in marketing, traffic, and production management; expert in campaign launches and creative workflow systems.

Devin Murray – Bachelor of Fine Arts in Graphic Design; experienced art director skilled in branding, digital, print, and web design; proficient in Adobe Creative Suite.

Mady Dudley – Bachelor's in Editing, Writing, and Media; public relations expert specializing in travel and hospitality, media relations, crisis communications, and influencer campaigns.

Marcus Cassidy – Bachelor of Arts in Business Management and Economics; experienced in client advising, payroll, operations, and organizational program support.

Peyton Valentine – Bachelor of Science in Sport and Exercise Psychology with a minor in Communication Studies; Master of Arts in Counseling in progress; holds an active Department of Defense Secret clearance; experienced researcher supporting Department of Veterans Affairs projects with literature reviews and data analysis.

Thom Hart – Bachelor of Arts in Graphic Design with a minor in Business Administration; 29 years as a creative director with award-winning expertise in branding, publication design, motion graphics, and Section 508 compliance.

Tracy Langer – Bachelor of Fine Arts with an emphasis in Graphic Design; over 20 years of experience as a designer and agency principal, specializing in branding, user experience, and digital and print campaigns.

Chip Futch – Studied 3D Animation and Systems at Vancouver Film School/DigiPen University and attended the University of Florida. Has 30 years of experience in marketing and technology; specializes in SEO, SEM, analytics dashboards, web development, CMS and CRM platforms, and compliance-driven digital strategy.

Kaniel Bramnick – Master of Business Administration with a concentration in Business Intelligence and Analytics, and a Bachelor of Science in Marketing; bilingual project and account manager with over seven years of experience managing federal campaigns.

Travis McClure – Bachelor of Science in Business Administration with a concentration in Marketing; Project Management Professional certification in progress; 15 years of experience in account and program management for cultural, municipal, and government campaigns.

Lexi Floyd – Bachelor of Arts in Communication and Media Studies; over 12 years of experience in social media and digital marketing; specializing in SEO, SEM, analytics, and creative campaign strategy.

Past projects

1. Visit Lauderdale (Greater Fort Lauderdale CVB)

Location: Fort Lauderdale, Florida

Project Manager: Richard Gray | RHGray@aol.com | 954-914-3771

Type of Project: Comprehensive destination rebrand and integrated marketing campaign (advertising, PR, and social media).

Goals and Objectives:

- Reposition Greater Fort Lauderdale as an inclusive, cosmopolitan destination with the new “*Everyone Under the Sun*” brand.
- Drive growth in leisure and convention travel visitation, occupancy, and revenue.

How Goals Were Met:

- Created and launched new brand creative including photography, video, print, television, and digital assets.
- Implemented PR campaigns and crisis communications support.
- Results: **Leisure occupancy ranked #2 in Florida** (ahead of Orlando and Miami); **tax collections up 33%, ADR up 24%, RevPAR up 27%, and hotel revenue up 38%**; campaign earned **\$2.6M in press value** and was syndicated to 19+ million viewers; won multiple Flagler Awards.

2. Punta Gorda / Englewood Beach Visitor & Convention Bureau

Location: Punta Gorda, Florida

Project Manager: Sean Doherty, Executive Director | sean.doherty@charlottecountyfl.gov | (941) 258-2491

Type of Project: Multi-year integrated destination marketing campaign (advertising, PR, and social media).

Goals and Objectives:

- Build brand awareness and strengthen market share for a smaller Gulf Coast destination.
- Increase occupancy, visitation, and tourism tax revenues.

How Goals Were Met:

- Developed and launched a new destination brand and tagline “*Our Best Side is Outside.*”
- Expanded marketing through digital, social, and traditional advertising along with seasonal campaign pushes.
- Results: **Web sessions up 39%, new users up 33%; occupancy increased 12.5%, visitation up 5.8%; ADR increased 4%; tourism tax collections up 10% year over year.**

3. Palm Coast and the Flagler Beaches

Location: Flagler County, Florida

Project Manager: Amy Lukasik, Executive Director | alukasik@visitflagler.com | (386) 313-4226

Type of Project: Integrated digital-first marketing campaign with creative development and direct booking partnerships.

Goals and Objectives:

- Elevate visibility of Palm Coast and Flagler Beaches against better-known regional competitors (Daytona Beach and St. Augustine).
- Increase visitation through conversion-driven digital campaigns.

How Goals Were Met:

- Created the “*Trails, Tides & Laid Back Vibes*” campaign focusing on eco-tourism, beaches, and local culture.
- Deployed multi-channel tactics including I-95 billboards, targeted email, Expedia booking campaigns, paid social, and digital video.
- Results: **Website traffic up 237%** (5,200 vs. 1,500 daily sessions); **\$51,800 in Expedia bookings with a 4.6:1 RoAS**; **5.24M banner/video ad impressions**, **2.66M paid social impressions**, and **2.17M outdoor impressions**.

References For Prior Projects

Visit Lauderdale (Greater Fort Lauderdale CVB)

📍 Location: Fort Lauderdale, Florida
 ✉ Contact: Richard Gray, President & CEO
 ✉ Email: RHGray@aol.com
 ☎ Phone: 954-914-3771



Punta Gorda / Englewood Beach Visitor & Convention Bureau

📍 Location: Punta Gorda, Florida
 ✉ Contact: Sean Doherty, Executive Director
 ✉ Email: sean.doherty@charlottecountyfl.gov
 ☎ Phone: (941) 258-2491



Palm Coast and the Flagler Beaches

📍 Location: Flagler County, Florida
 ✉ Contact: Amy Lukasik, Executive Director
 ✉ Email: alukasik@visitflagler.com
 ☎ Phone: (386) 313-4226



Other Supporting Information

Beyond the individual case studies, our portfolio reflects a deep and proven expertise in destination marketing at both regional and national levels. We have successfully partnered with convention and visitor bureaus, tourism boards, and municipalities across the United States, developing brand identities and integrated campaigns that elevate destinations in highly competitive markets. From large, cosmopolitan hubs such as Greater Fort Lauderdale to smaller coastal communities like Punta Gorda and Palm Coast, our work demonstrates the flexibility to scale strategies and creative executions to meet the unique needs of each client.

Our campaigns consistently deliver measurable results, including increased occupancy, higher ADR and RevPAR, stronger brand awareness, and greater visitor engagement across digital, social, and traditional platforms. These outcomes are achieved through a combination of award-winning creative development, precision targeting, and cross-channel integration. Importantly, our national reach enables us to bring broad market insights, best practices, and innovative solutions that reflect trends across diverse geographies and audiences, ensuring that our clients remain competitive in an evolving travel landscape.

At the core of our work is a collaborative approach that emphasizes ongoing communication with client leadership, responsiveness to market conditions, and a commitment to excellence. This balance of proven performance, creative innovation, and national perspective sets us apart and provides our partners with the confidence that their destinations are positioned for sustained success.

9. Mandatory Experience Requirement

Company Information

BrennSys Technology LLC (“BrennSys”) is a full-service communications, marketing, and technology solutions firm specializing in strategic outreach, digital advertising, creative design, media planning and buying, and analytics. We bring proven expertise in executing comprehensive campaigns for public agencies, nonprofits, and commercial clients. Our mission is to deliver measurable, cost-effective solutions that expand reach, increase engagement, and drive measurable program outcomes.

Legal Structure and Ownership

BrennSys is a **Limited Liability Company (LLC)**, incorporated in the State of Delaware. The firm is **privately owned**, with no outside investors or parent company influence. Ownership is concentrated with the Managing Member(s), who are directly engaged in the oversight of contracts and day-to-day operations.

Staffing Numbers

BrennSys maintains a blended team of professionals across strategic, creative, digital, and technical disciplines. The firm has a core staff of **24**. Staffing capacity is scalable to meet project demands, ensuring continuity and depth of resources for large, multi-faceted campaigns.

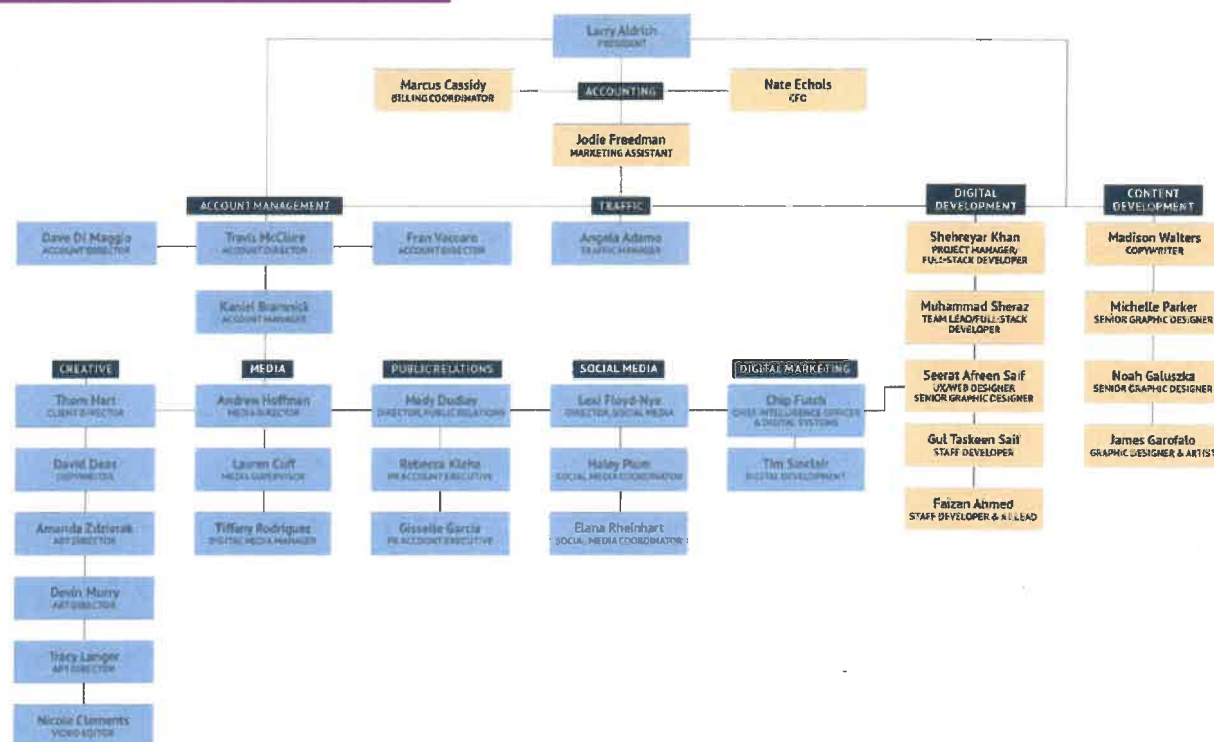
Pending Contracts, Mergers, or Sales

BrennSys has **no pending contracts to merge, sell, or transfer any portion of the firm**. The company operates independently, with stable ownership and governance.

Distinguishing Information

- Proven record of delivering **state and local government marketing campaigns** with measurable outcomes.
- **In-house creative, media, and analytics capabilities**, reducing reliance on subcontractors and ensuring faster turnaround, greater cost control, and consistent quality.
- Proprietary analytics platform (**AquaIntel™**) that integrates data from all channels to provide clients with unified dashboards and actionable insights.
- Flexible **blended rate pricing structure**, ensuring transparent, predictable costs for clients.

Organizational Chart:



Scope and Length of Experience

BrennSys Technology LLC has broad experience delivering professional advertising, marketing, and outreach services across government, nonprofit, and tourism sectors. Over the past decade, we have managed campaigns of varying scale — from six-week intensive initiatives to multi-year, multi-million-dollar accounts — always providing strategy, creative development, media execution, analytics, and post-campaign reporting.

a. Size and types of engagements:

Veterans Experience Office (VEO), U.S. Department of Veterans Affairs – BrennSys supported large-scale veteran-focused communications, producing campaign strategies, outreach materials, and engagement reports to connect veterans with VA services and benefits.

Franchise Fund Office (FFO), U.S. Department of Veterans Affairs – Delivered strategic communications and outreach support tailored to VA internal stakeholders, ensuring messaging was clear, consistent, and compliant with federal requirements.

AboutFace (VA Program) – As prime contractor, Brennsys led a full-service digital communications campaign for the VA’s AboutFace mental health awareness program, including video production, web development, and outreach targeting veterans, families, and caregivers.

Tourism & Destination Marketing – Managed multi-year, multi-million-dollar destination marketing engagements for Visit Lauderdale, Daytona Beach CVB, Punta Gorda/Englewood Beach, and Palm Coast/Flagler Beaches, producing measurable increases in visitation, ADR, RevPAR, and tourism tax collections through integrated advertising, PR, and digital campaigns.

b. Location of Services: All services are coordinated from [Insert HQ City, State], where account, creative, and analytics teams are based. Brennsys also maintains secure digital infrastructure that enables efficient collaboration with clients and remote staff across the U.S.

c. Distinguishing Factors

- Successful delivery of **sensitive federal campaigns** (VEO, FFO, AboutFace) requiring cultural competence, compliance, and high accountability.
- **Public-sector contract experience** at both federal and state/local levels.
- Proven results in **both awareness campaigns and measurable conversion-driven campaigns**.
- **Blended rate pricing** for transparency and cost predictability.
- **Zero turnover on project teams**, ensuring stability and uninterrupted service.
- Use of proprietary **AquaIntel™ analytics platform** for real-time reporting and deeper audience insights.

“Aqua has taken our destination into bold, new directions, and helped us achieve record-setting results for our destination.”

.....
**Stacy Ritter, President/CEO
of Visit Lauderdale**

d. In-House Capabilities: BrennSys delivers all services in-house, including:**Account Service Planning**

- Market research, planning and analysis
- Competitive positioning strategy
- Brand strategy and development
- Marketing and communications plan development
- Promotions planning and development
- Direct marketing planning and development
- Account analytics and ROI analysis and reporting
- Client service and project management
- Client budget management

**Research Strategy**

- Research Design and Implementation
- In-Market Intercepts
- Focus Groups and Round Tables
- Flash Surveys
- Competitive Set Review and Analysis
- Analysis and Reporting

**Social Media Strategy and Development**

- Platform-specific management
- Research and analysis
- Content development/creation
- Influencer marketing
- Social Media training
- Social Media post promotion
- Content publishing
- Contest management
- Community management
- Performance analysis and reporting
- On- property photography and videography
- Live-stream management
- Social Media listening

**Creative Services and Production**

- Creative Strategy and Direction
- Message direction
- Brand/design guidelines
- Art direction and design
- Copywriting
- Content creation
- Photography and Videography
- Print, video, digital and broadcast production
- Website development
- All forms of offline and online advertising
- 3rd party data integration for tracking (Arrivalist, Epsilon, etc.) Reporting dashboard/intelligence system with real-time analysis
- Web coding (Java, PHP, HTML5, CSS, etc.)

**Digital Services**

- Website Planning and Development
- HTML Coding
- Online Banner Development and Coding
- E-publication Planning and Development
- E-newsletter Development and Deployment

**Public Relations Services**

- Public Relations strategy and planning
- Media Relations (pitches, press releases, press events, live remote management)
- Out-of-Market and In-Market activations and events
- Guerrilla marketing and splash events
- FAM trip origination and management
- Reactive pitching
- Proactive pitching
- Newsjacking
- Promotion and campaign development
- Content generation
- Influencer activation and management
- Celebrity outreach and engagement
- Digital and online press kit development
- Crisis planning and execution
- Media monitoring
- Reporting/ROI analysis

Account Executive

Our President/ CEO, Larry Aldrich, will serve as the **Account Executive** with overall, hands-on account management responsibility for the Treasurer's Office contract. He will be the primary point of contact for the Agency, coordinating day-to-day communications, ensuring budgets and timelines are adhered to, and managing the BrennSys team to deliver high-quality, cost-effective results.

Larry Aldrich	
Years of Experience: 20	CLEARANCE/MILITARY SERVICE
	Top Secret Security Clearance – 2025 VA NAICS Clearance 2021 - Present Army Reserves (2010 – 2011) Air National Guard (1998 – 2002) United States Air Force (1995 – 1998)
Primary work location	249 Lily Ridge Dr, Canonsburg, PA 15317
Summary	
Accomplished Founder, President, and CEO with extensive experience in project management, government contracting, business development, and marketing communications. As the driving force behind BrennSys Technology LLC (BrennSys) and Aqua Marketing and Communications, successfully built and led innovative ventures that blend private-sector expertise with public-sector needs.	
At BrennSys, decades of industry experience were leveraged to create a dynamic organization specializing in government procurement, business development, and state, local, and education (SLED) markets. Project management expertise has been central to ensuring the successful execution of complex initiatives, from inception to completion, with a focus on timelines, budgets, and stakeholder satisfaction. Notably, a federal business division was established, and operations expanded to include a thriving SLED sector, now employing over 100 professionals.	
Extensive experience working with the Bureau of Land Management (BLM) includes developing and implementing strategic marketing and communication campaigns. These efforts enhanced public awareness of land stewardship and conservation initiatives, further demonstrating the ability to bridge innovative strategies with impactful outcomes.	
Key Achievements	
<ul style="list-style-type: none"> Established BrennSys Technology LLC, leveraging deep expertise to address federal and public-sector client needs. Built a government procurement arm within a billion-dollar private-sector firm, expanding federal business operations and launching a SLED division. Successfully managed large-scale projects, coordinating cross-functional teams to deliver complex deliverables on time and within budget. Directed project lifecycles, from initial planning and resource allocation to implementation and evaluation. In March 2024, acquired and scaled Aqua Marketing and Communications, a premier Florida-based tourism and destination marketing agency. Under my leadership, Aqua continues to excel in delivering award-winning campaigns that drive economic growth and brand recognition for clients across the tourism and hospitality sectors. Managed day-to-day operations of a small woman-owned business, gaining hands-on experience across all facets of business and project management. With a proven track record in strategic leadership and project management, I am dedicated to driving innovation, ensuring operational efficiency, and delivering exceptional results for clients in both the private and public sectors. 	
BrennSys Technology LLC & Aqua Marketing and Communications	
Founder/CEO	2017--
present	
Program Manager	
Responsibilities: <ul style="list-style-type: none"> Oversee the management of \$8 million in active government contracts, ensuring smooth operations and high-quality service delivery across all programs. Lead the Program Management Office (PMO) to monitor contract performance, maintain compliance, and build strong relationships with government program offices and contracting officers. 	

- Drive company growth through strategic oversight of contracts and business development efforts.

Contracts Managed:

- Veterans Affairs (VA):
 - Franchise Fund Office (FFO) Contract
 - Veterans Experience Office (VEO) Contract
 - NCPTSD Office About Face Contract
 - VISN20 Design Contract
- Department of Interior:
 - Bureau of Land Management (BLM) Photography and Videography Contract
- Small Business Administration (SBA):
 - Publication and Design Contract

Federal Government Experience:

- Bureau of Land Management (BLM), Department of Interior
 - Developed and executed strategic marketing campaigns to enhance public awareness of land stewardship and conservation initiatives.
 - Delivered targeted outreach materials to engage diverse audiences and support BLM's mission.
 - Managed the creation and distribution of diverse deliverables, including brochures, fact sheets, posters, and professional-quality event collateral materials for indoor and outdoor use.
 - Leveraged emerging technologies such as videos, animated infographics, technical illustrations, and digital assets for impactful outreach campaigns.
 - Developed full-color flyers, social media assets, advertising content, and TV and radio campaigns to maximize audience engagement.
 - Designed and implemented event marketing materials to attract attendees and increase engagement at national events.
 - Supported the production of informational videos and social media campaigns to further the BLM's mission and connect with communities nationwide.
- Small Business Administration (SBA):
 - Managed marketing projects to empower small businesses and entrepreneurs, aligning campaigns with SBA's objectives.
- Franchise Fund Office (FFO), Department of Veterans Affairs:
 - Directed communication initiatives to modernize internal and external messaging, improving operational transparency.
- Veterans Experience Office (VEO), Department of Veterans Affairs:
 - Spearheaded innovative campaigns to enhance the veteran experience and promote VA services and programs.
- National Center for PTSD (NCSPTSD), Department of Veterans Affairs:
 - Created comprehensive marketing and educational materials to raise awareness and support PTSD treatment advancements.

Business Development & Capture:

- Directed efforts resulting in over \$9 million in awarded contracts and secured prime positions on IDIQ contracts exceeding \$50 billion.
- Built and executed comprehensive capture strategies, leveraging market insights and industry expertise to expand Brennsys's presence in the federal contracting space.
- Fostered relationships with key stakeholders to position Brennsys as a trusted partner for federal, state, and local agencies.

Leadership & Vision:

- Designed Brennsys to reflect the expertise gained from a successful career managing government contracting for both small and large businesses.
- Established a scalable business model combining agility and excellence to deliver innovative solutions to clients.
- Acquired Aqua Marketing and Communications in 2024, integrating its award-winning destination marketing services with Brennsys's government contracting capabilities to offer diversified solutions across industries.

**Splunk
Present**

2020-

Sr. Capture Manager

Responsibilities:

- Led major capture efforts, identifying and pursuing Federal Government opportunities to secure contracts valued at \$35M–\$100M+.

<ul style="list-style-type: none"> ▪ Directed pre-proposal shaping, competitive analysis, and proposal capture strategies to achieve high win probabilities. ▪ Cultivated and maintained strategic relationships with Federal clients, articulating key requirements and business strategies to executive leadership. ▪ Developed win themes, pricing strategies, and solutions, ensuring alignment with customer needs and competitive assessments. ▪ Oversaw cross-functional proposal teams, collaborating with Business Development, Regional Sales, and Executive Management to protect and grow new and existing business. ▪ Managed execution of capture strategies, including tracking performance metrics and providing status updates to leadership. ▪ Evaluated opportunities for bid/no-bid decisions, aligning with corporate goals and resources. ▪ Fostered internal and external relationships to ensure seamless implementation of capture initiatives and enhance team integration. ▪ Identified risks, interpreted solicitation requirements, and developed action plans to drive successful outcomes. 	
Peraton	2019
– 2020	
Senior Business Development/Capture Manager	
<i>Responsibilities:</i>	
<ul style="list-style-type: none"> ▪ Directed major Federal Government capture efforts for opportunities valued at \$35M–\$100M+, driving high win probabilities. ▪ Identified and developed new business opportunities and diversification initiatives, cultivating strategic client relationships. ▪ Led pre-proposal shaping, competitive analysis, and proposal development, ensuring alignment with customer requirements and organizational goals. ▪ Designed and executed winning strategies, including win theme development, solutions, pricing strategies, and teaming approaches. ▪ Managed cross-functional proposal teams, ensuring timely delivery of compliant, competitive, and executable solutions. ▪ Assessed opportunities for bid/no-bid decisions and implemented mitigation strategies to address risks. ▪ Monitored and optimized campaign progress through Key Performance Indicators, providing updates to senior leadership. ▪ Maintained strong collaboration with internal and external stakeholders, integrating business development and capture strategies seamlessly. ▪ Positioned Peraton with key clients by leveraging market intelligence and technical expertise to align capabilities with customer needs. 	
Granite Telecommunication, LLC	2015-
2019	
Business Development/Capture	

Team Bios/Resumes



Dave DiMaggio

DIRECTOR, CLIENT STRATEGY AND DEVELOPMENT

Dave is one of destination marketing's most award-winning professionals, recognized nationally and internationally for his work through a wide range of clients.

Dave leads all strategic efforts for clients, and has established a number of successful programs for a variety of destinations here in the U.S. and beyond.

Before founding Aqua, Dave served as the founding Principal of Paradise Advertising & Marketing, St. Petersburg, Florida, where he led strategic and creative efforts for all clients, establishing a number of successful destination brands and economic development identities.

Dave has extensive experience in marketing clients through all stages of brand cycle and evolution.

NOTABLE EXPERIENCE:

Volusia County, Florida | Palm Coast and the Flagler Beaches | Daytona Beach International Airport | Amelia Island Convention & Visitors Bureau
The Bermuda Office of Tourism | Visit Lauderdale | Destination Panama City | Emerald Coast Convention & Visitors Bureau
Bradenton Area Convention & Visitors Bureau | Punta Gorda/Englewood Beach Visitor & Convention Bureau | Naples, Marco Island, Everglades CVB
Seminole County Convention & Visitors Bureau | Pensacola International Airport | Gulf Shores International Airport | Colonial Williamsburg
Broward County Cultural Division | Bermuda International Airport | Bangor International Airport | Fort Lauderdale-Hollywood International Airport
Port Everglades | City of West Palm Beach, FL | Destin-Fort Walton Beach Airport | St. Petersburg/Clearwater Convention & Visitors Bureau
City of Punta Gorda, FL | Sarasota Bradenton International Airport | City of Dunedin, Florida | Cooper's Hawk Winery & Restaurant
St. Petersburg/Clearwater International Airport



Fran Vaccaro

SENIOR VICE PRESENT, ACCOUNT SERVICE

Fran Vaccaro is one of the most skilled account directors in the field of hospitality and tourism, boasting more than 25 years of experience as a travel and luxury brand expert. At Aqua, Fran serves as Vice President overseeing the agency's Fort Lauderdale office, managing business development in Florida and Aqua's clients along Florida's east coast.

Prior to joining Aqua, Fran was Vice President of Taglairino Advertising Group where she oversaw the advertising and paid media programs for Discover The Palm Beaches, Palm Beach County's destination marketing organization and the Palm Beach International Airport (PBI), greatly contributing to four straight years of unprecedented, record-breaking tourism successes for The Palm Beaches.

Fran has managed multi-million-dollar, multi-channel, integrated media and creative campaigns, successfully branded countless hospitality and destination accounts, and seamlessly developed and executed large-scale co-operative advertising programs, including multiple co-op programs with Palm Beach International Airport (PBI), JetBlue, American Airlines and Silver Airways on behalf of Discover. Fran was also named Advertising Person of the Year by the Advertising Federation of Greater Miami.

NOTABLE EXPERIENCE:

Volusia County, Florida | Palm Coast and the Flagler Beaches | Daytona Beach International Airport | Destination Panama City
Pensacola International Airport | Visit Lauderdale | Emerald Coast Convention & Visitors Bureau | Discover The Palm Beaches
Naples, Marco Island, Everglades CVB | Seminole County Convention & Visitors Bureau | Martin County, Florida | Destin-Fort Walton Beach Airport
Fort Lauderdale-Hollywood International Airport | The Dalí Museum | Palm Beach International Airport | Sarasota-Bradenton International Airport
Southwest Florida International Airport | Broward Alliance | Port Everglades | City of West Palm Beach Economic Development
Seminole County Department of Economic Development | Broward County Cultural Division | The Florida Orchestra | The Knickerbocker Hotel, New York City
The Jefferson, Washington, DC | Royal Palm, South Beach | Fontainebleau Resort | Miami Seaquarium, Miami | Collier County Museum



Travis McClure

ACCOUNT DIRECTOR

Travis has led tourism clients to their highest results and awards nationally and statewide. At Aqua, he leads the charge for a number of Florida's most exciting and evolving destinations. His strategic thinking, drive and grace under pressure has propelled him to management positions in advertising and marketing firms, serving as Group Account Director for popular brands such as Hilton Hotels & Resorts and Planet Fitness. He has managed countless marketing initiatives, collaborating closely with all parties to evaluate and develop performance to ensure top results. His hospitality expertise includes managing a portfolio of hotel, resort, marina and F&B accounts within the U.S. and Caribbean, where he provided marketing strategy on everything from branding campaigns to seasonal promotions.

Travis is credited with the enormous success of Visit Lauderdale, where he led efforts recognized by VISIT FLORIDA as producing the top destination campaign in the state, and by Hospitality Sales and Marketing International recognizing the work as "Best In Category" through several areas of competition. Through his efforts, the destination vaulted beyond its competitive set, and for the first time outpaced Miami, Orlando, The Palm Beaches, and Tampa/St. Petersburg, becoming ranked 9th nationally in Visitor Intention to Visit and 10th in Hotel Demand.

NOTABLE EXPERIENCE:

Palm Coast and the Flagler Beaches | Visit Lauderdale | Destination Panama City | Pensacola International Airport
Punta Gorda/Englewood Beach Visitor & Convention Bureau | Hilton Hotels & Resorts | Waldorf Astoria Hotels & Resorts | Atlantis Paradise Island Bahamas
South Seas Island Resort | Planet Fitness | City Furniture | Chuck E. Cheese | Jamba Juice | Boston Market | Michaels Arts & Crafts
Keiser University | Steiner Education Group | AutoNation | Rick Case Automotive Group



Andrew Hoffman
MEDIA DIRECTOR

When it comes to increasing ROI and market share for Aqua clients, there is no guesswork with Andy at the helm. It's a given. His proven expertise comes from decades of orchestrating integrated marketing campaigns and achieving breakthrough results for such national brands as Holiday Inn Hotels, Northwest Airlines, Verizon Wireless and Toyota. He started his career in the Big Apple at Young & Rubicam and Saatchi & Saatchi, where he gained invaluable experience in the realms of domestic and international travel.

After moving to Florida, he continued to expand his skills on everything from managing a team of 20 media planners across the country to implementing procedures to maximize efficiency and optimization. When not living and breathing media, Andy enjoys the beach, traveling, cycling, sporting events, concerts, and spending time with his family.

NOTABLE EXPERIENCE:

Palm Coast and the Flagler Beaches | Daytona Beach International Airport | Visit Lauderdale | Port Everglades
Fort Lauderdale-Hollywood International Airport | Broward County Cultural Division | Destin-Fort Walton Beach Airport | Bradenton Area Convention & Visitors Bureau | Punta Gorda/Englewood Beach Visitor & Convention Bureau | City of West Palm Beach, FL | Holiday Inn Hotels | Northwest Airlines
Trim Spa | Lennar Homes | Dish Network | Verizon Wireless | Toyota



Lauren Cuff
MEDIA SUPERVISOR

Lauren started her career in advertising, where she negotiated and maintained buys for multiple accounts, campaigns, and media channels. She then advanced to work for Rooms to Go, where she spearheaded National multi-million-dollar broadcast and cable buys. As part of the media team at Aqua, she puts her knowledge and experience to work to ensure clients receive the best placements and exposure, from television to digital and everything in-between.

Lauren is a graduate of the University of Florida with a B.A. in Advertising and a minor in Business.

NOTABLE EXPERIENCE:

Visit Lauderdale | Port Everglades | Fort Lauderdale-Hollywood International Airport | Broward County Cultural Division
Bradenton Area Convention & Visitors Bureau | Punta Gorda/Englewood Beach Visitor & Convention Bureau
Rooms To Go | McDonald's | Badcock Home Furnishings | Niemann Foods



Tiffany Rodriguez

DIGITAL MEDIA DIRECTOR

Tiffany's expertise in creating, managing, optimizing, and analyzing campaigns within paid search, display and social media platforms ensures Aqua's clients shine in the digital realm. Before joining Aqua, her experience spanned roles in copywriting, PR, account service, social media marketing management and even founding her own brand of energy

snacks.

Whether coordinating with account and creative teams to implement campaigns or carefully tracking performance, her goal is to always increase customer engagement and exceed sales objectives. Maybe it's those energy snacks, but Tiffany's passion to excel also prevails in her personal life with a love of running, biking, playing soccer and longboarding by the water.

NOTABLE EXPERIENCE:

Palm Coast and the Flagler Beaches | Daytona Beach International Airport | Volusia County, FL | Punta Gorda/Englewood Beach Visitor & Convention Bureau
Visit Lauderdale | Pensacola International Airport | Bradenton Area Convention & Visitors Bureau | Beef 'O' Brady's | The Brass Tap | Vigo Foods
Amscot Financial | Poweron Energy Snacks | Elevate Inc | Freedom Insurance | Optimum Insurance



Thom Hart

CREATIVE DIRECTOR

Pairing rock-solid design and illustration skills with a passion for creativity, Thom's artistic vision and innovative branding ability are invaluable assets to the Aqua creative team.

Early in his successful 25-year career in the industry, Thom quickly climbed the ranks from Graphic Designer to Assistant Creative Director at Tampa firms HLA Group and Paradise Advertising & Marketing, Inc.

Thom's work has consistently garnered Flagler Awards from VISIT FLORIDA, and Adrian Awards from Hospitality Sales & Marketing Association International.

He graduated Magna Cum Laude from the University of Central Florida with a B.A. in Art/Graphic Design and a minor in Business Administration.

NOTABLE EXPERIENCE:

Palm Coast and the Flagler Beaches | Daytona Beach International Airport | Amelia Island Convention & Visitors Bureau | Visit Lauderdale
Destination Panama City | Emerald Coast Convention & Visitors Bureau | City of West Palm Beach, Florida | Bradenton Area Convention & Visitors Bureau
Punta Gorda/Englewood Beach Visitor & Convention Bureau | Seminole County Convention & Visitors Bureau | Pensacola International Airport
Gulf Shores International Airport | Bangor International Airport | Port Everglades | Fort Lauderdale-Hollywood International Airport
Broward County Cultural Division | Destin-Fort Walton Beach Airport | Tampa International Airport | City of Punta Gorda, Florida
City of St. Petersburg, Florida | Greater Tampa Chamber of Commerce | Hotel Zamora, St. Pete Beach, FL | Tradewinds Island Resorts, St. Pete Beach, FL
Pinellas Suncoast Transit Authority | Manatee County Area Transit



Tracy Langer

ART DIRECTOR

As an award-winning art director, communicator, and problem solver for 30+ years, Tracy is passionate about delivering marketing and design solutions that work. For more than two decades, she ran her own successful design firm where she provided highly effective creative solutions to clients in healthcare, technology, education, insurance, and retail industries, including national brands such as McDonald's and Performance Bikes and Sprint. Her extensive branding experience ensures powerful results for Aqua clients, providing them with smart, beautiful design that reflects who they are and effectively communicates their message in a clear and consistent manner.

She holds a Bachelor of Fine Arts with a major in Advertising Graphics and a minor in Business Marketing from Miami University. When Tracy is not wowing everyone with her work, she enjoys spending time with her sons, traveling, exploring St. Pete, doing anything on the water and gardening.

NOTABLE EXPERIENCE:

Palm Coast and the Flagler Beaches | Daytona Beach International Airport | Visit Lauderdale | Fort Lauderdale Hollywood-International Airport
Port Everglades | Bradenton Area Convention & Visitors Bureau | Punta Gorda/Englewood Beach Visitor & Convention Bureau
Raleigh Chamber of Commerce | The NC Symphony | Arts North Carolina American Stage | McDonald's | Ronald McDonald House Charities | Sprint PCS
Duke University | University of North Carolina | Wakemed Hospital | American Bankers Association | American Chemical Society
CP&L (Carolina Power & Light) | NC Nurses Association | Wells Fargo Insurance | University of South Florida, St. Petersburg
The Richardson Group, Smith & Associates Real Estate | Calvert Laboratories, Inc. | Dyncorp | Reichhold Chemical



Amanda Zdzierak

ART DIRECTOR

Amanda's creative journey began in a photography studio. Working as a studio assistant at Vernon Photography, she primarily helped with photo retouching and graphic design. Amanda graduated from the University of South Florida with a bachelor's degree in graphic design and went on to work at The Munce Group, a retail marketing firm, in graphic design.

She spent the next six years as a freelance graphic designer working on projects for the Bradenton Area Convention and Visitors Bureau, Bright House Networks, Tracy Zych New York, Clearwater Harbor Magazine, and others.

Amanda's wealth of experience and a demonstrated ability to handle a wide scope of projects, from collateral to website design and development, and keen eye, is sure to enhance Aqua's award winning design team.

NOTABLE EXPERIENCE:

Volusia County, FL | Daytona Beach International Airport | Visit Lauderdale | Fort Lauderdale Hollywood International Airport | Port Everglades
The Emerald Coast Convention & Visitors Bureau | The City Of West Palm Beach, Florida | The Bradenton Area Convention & Visitors Bureau
The Punta Gorda/Englewood Beach Visitor & Convention Bureau | The City Of Punta Gorda, Florida | City Of West Palm Beach, Florida
Manatee County, Florida | Destin-Fort Walton Beach Airport | Sarasota-Bradenton International Airport | Tradewinds Island Resorts, St. Pete Beach, Florida
Manatee Performing Arts Center | City Of West Palm Beach Economic Development | Pelican Bay, Naples, Florida | Fiddler's Creek, Naples, Florida
Chiles Restaurant Group | Sunscreen Film Festival | Paper Presence | Bright House Networks Tracy Zych, New York | Yanchuck, Berman, Wadley And Zervos
Attorneys | AJ Associates, Inc. | Clearwater Harbor Magazine | The Dutcher Group



Devin Murray

ART DIRECTOR

Bold colors. Exciting fonts. Engaging photos. These are just a few of the elements that Devin uses to create breakthrough work for our clients. And while his designs are always sure to make an impact, they're also carefully on brand so each client's true essence can shine in the marketplace. His experience spans everything from creating logos and integrated brand

campaigns to innovative website development and design. After-hours, Devin enjoys playing softball, paddleboarding and binge-watching his favorite shows. He holds a BFA from Louisiana State University.

NOTABLE EXPERIENCE:

Visit Lauderdale | Fort Lauderdale Hollywood International Airport | Port Everglades | Punta Gorda/Englewood Beach Visitor & Convention Bureau
Bradenton Area Convention & Visitors Bureau | Trinity Graphics | Potenza, Inc. | 360auto



Nicole Clements
AGENCY EDITOR/PRODUCER

From filming live events to pitching, editing, and producing engaging social media content, Nicole's experience is impressive. At Home Shopping Network, she edited and composed compelling promo spots, interstitials and on-air elements for broadcast, mobile, digital, and social platforms, and collaborated with producers to bring creative ideas to life under tight deadlines. At Coastal Creative, she oversaw the creation of all video content from short form ads to full-length episodic series. At Aqua, her expertise means she delivers the editing magic that makes an unforgettable impact and achieves results for our clients. With Nicole's love of travel, dining and shopping, her interests are the perfect match for Aqua's many tourism and hospitality clients.

NOTABLE EXPERIENCE:

Visit Lauderdale | Fort Lauderdale Hollywood International Airport | Port Everglades | The Bradenton Area Convention & Visitors Bureau
The Punta Gorda/Englewood Beach Visitor & Convention Bureau | Home Shopping Network | Three Daughters Brewing | Twisted Indian
Accubrew | Supersports | Trade Pmr | Clark Electric | Vintage Post Marketplace | Gator Vision | Wuft News



David Deas
COPYWRITER

David's creative talent knows no bounds. A seasoned copywriter from New York, he's made an indelible mark on iconic brands like Anheuser-Busch, Denny's Restaurants, and many more. Among his standout achievements? Crafting Royal Caribbean's game-changing global tagline: Destination Wow. The slogan captured the cruise line's disruptive strategy and sparked imaginations worldwide.

Not stopping there, David showcased his storytelling prowess penning hundreds of shore excursion scripts for Royal's Global Tour Operations. His career is adorned with accolades, including recognition from the ADDY Awards for his outstanding work with Seagram Americas and the Telly Awards for his contributions to General Motors.

Within the Aqua creative team, David utilizes his expertise in crafting breakthrough copy that drives ROI, benefiting travel and hospitality clients across Florida and beyond. When Dave ditches his copy Ninja cape, he's off to the beach, biking, or connecting with his clan — the real superheroes in his life.

NOTABLE EXPERIENCE:

Visit Lauderdale | Royal Caribbean International | Destination Panama City | Pensacola International Airport | Broward County Cultural Division
Fort Lauderdale Hollywood International Airport | Port Everglades | Seagram Americas | Denny's Restaurants | Cablevision
United Way Of Miami-Dade | Bank United



Mady Dudley

PUBLIC RELATIONS DIRECTOR

Meet Mady Dudley, a seasoned public relations professional with a knack for crafting strategic PR and integrated communications initiatives that help to increase awareness and create buzz for the brands and clients she works with. Her career includes roles as PR Account Supervisor at Codeword, Director of Public Relations at Red Rooster PR and Public Relations Account

Executive at Paradise Advertising & Marketing, where she represented clients like JW Marriott Marco Island, Visit Indian River, Navarre Beach, The Vinoy Renaissance, The Dalí Museum and more.

Among her notable achievements, Mady worked her magic for Google ideating earned media amplifications. At the same agency, she helped to achieve the #1 share of voice spot amongst competitors thus catapulting referral traffic for another client by a remarkable 25% in just 90 days.

When not dazzling the PR world, Mady enjoys quality moments with loved ones, practicing yoga, dancing and exploring the world's diverse cultures and cuisines. At Aqua, Mady's exceptional skills shine by consistently delivering impressive results and skillfully nurturing client and media relationships.

NOTABLE EXPERIENCE:

The Daytona Beach International Airport | The Punta Gorda/Englewood Beach Visitor & Convention Bureau | Pensacola International Airport
Google | Navarre Beach | The Dalí Museum | The Vinoy Renaissance | JW Marriott Marco Island | Visit Indian River | Seminole County



Lexi Floyd-Nye

SOCIAL MEDIA DIRECTOR

Meet our social media dynamo, Lexi Floyd-Nye, a seasoned marketing and communications professional with an impressive 11-year career encompassing the corporate, non-profit, and small business sectors, including a noteworthy tenure at Keller Williams Realty, where she adeptly managed five offices in Tampa Bay.

In addition to her professional achievements, Lexi is a dedicated wife and mother of two children: an energetic 4-year-old, Harrison, and an adorable 1.5-year-old, Channing. Beyond her family commitments, she co-founded The EverMom Collective, a local haven for moms in every season of motherhood.

Beyond work, Lexi channels her energy into running by the waterfront and advocating for LGBTQ+ families. With Lexi on board, we're taking our marketing game to the next level, one passionate post at a time.

NOTABLE EXPERIENCE:

The Daytona Beach International Airport | Volusia County | The Punta Gorda/Englewood Beach Visitor & Convention Bureau
Pensacola International Airport | Keller Williams Realty | CASK Construction | Children's Home Network | Temple Beth-El | St. Pete Porchfest | Historic Roser Park | The EverMom Collective



Chip Futch

CHIEF INTELLIGENCE OFFICER

Chip manages digital strategy and research to help our clients make the best marketing decisions. Business (or market) intelligence involves the aggregation and integration of demographic, psychographic, trend, and a plethora of other data of consumers and businesses. At Aqua, we take that a step further and combine multiple data sources to generate proprietary, actionable, and most importantly, understandable indicators. Throughout all phases of marketing campaigns, from concept to completion, Chip analyzes and adjusts based on that data to ensure Aqua produces the best results for its clients — and that's only the beginning.

Chip perfected his skills as a destination marketer over a nearly 30-year career, including serving as a Chief Marketing Officer and Chief Technology Officer for a Mexican restaurant group, sitting on various tourism committees for VISIT FLORIDA, and excelling as the Marketing Director for the Punta Gorda/Englewood Beach Visitor and Convention Bureau. Chip currently sits on the Industry Advisory Board for the University of Florida's Eric Friedheim Tourism Institute. Chip holds a B.A. in 3D Animation from Vancouver Film School.

NOTABLE EXPERIENCE:

Volusia County, Florida | Daytona Beach International Airport | Palm Coast and the Flagler Beaches | Visit Lauderdale | Destination Panama City
Pensacola International Airport | Gulf Shores International Airport | Fort Lauderdale-Hollywood International Airport | Destin-Fort Walton Beach Airport
Port Everglades | Broward County Cultural Division | Punta Gorda/Englewood Beach Visitor & Convention Bureau | Pelican Bay, Naples, FL | Fox Sports
Discovery | A&E | CBS Sports | MTV | Busch Gardens



Tim Sinclair

WEB DEVELOPMENT

Tim began studying web design and development in 1997 at Wisconsin Lutheran College in Milwaukee, Wisconsin, graduating with his bachelor's degree in 2001. A Florida native, Tim returned to his hometown to accept his first position as a junior designer with Fusion Creative in St. Petersburg, eventually leaving to start his own firm in 2005.

Tim is well known for web solutions that are beautiful, functional, and modern, believing that technology should never get in the way of simplicity and usability. This philosophy has resulted in designs that serve their intended purpose while avoiding the technology frustration that has become commonplace in the web development industry. Tim believes it is his responsibility to take a client's vision and turn it into a reality through no-nonsense, creative solutions that work.

NOTABLE EXPERIENCE:

Destin-Fort Walton Beach Airport | Daytona Beach International Airport | The Bradenton Area Convention & Visitors Bureau
The Seminole County Convention & Visitors Bureau | The Punta Gorda/Englewood Beach VCB | City Of West Palm Beach, Florida
Naples, Marco Island & The Everglades Convention & Visitors Bureau | Pelican Bay, Naples, Florida | City Of Deltona Economic Development
The Salvador Dalí Museum (St. Petersburg, Florida) | Encore Resorts | Thousand Trails RV Resorts | The Bank Of Tampa | Tampa Bay Buccaneers
Milwaukee Brewers | Tampa Bay Rays | The Bank Of Central Florida | Cornerstone Custom Homes | Oak Manor Senior Living Community
University Of Washington | Bayfront Medical Center | St. Anthony's Hospital | All Children's Hospital



Angela Adamo
TRAFFIC MANAGER

With more than 15 years of experience in marketing, advertising and project management, Angela is not daunted by Aqua's fast-paced environment. In fact, she thrives in it. Her expertise lies in establishing and meeting strict timelines for creative campaigns, and she has orchestrated workflows for some of the biggest brands out there. While at Tech Data Corporation, one of the world's largest distributors of technology products and services, she managed the creation, production and launch of marketing and advertising campaigns for global brands like Google, Apple, and Verizon. In the beginning of her career, she served as a graphic designer and brings her knowledge of what it takes to create breakthrough work to ensure our teams do just that.

NOTABLE EXPERIENCE:

Volusia County, Florida | Daytona Beach International Airport | Visit Lauderdale | Pensacola International Airport | Destination Panama City
Gulf Shores International Airport | Port Everglades | Fort Lauderdale Hollywood International Airport | Broward County Cultural Division
Destin-Fort Walton Beach Airport | The City Of West Palm Beach, Florida | The Bradenton Area Convention & Visitors Bureau
The Punta Gorda/Englewood Beach Visitor & Convention Bureau | Pelican Bay, Naples, Florida | Ultimate Medical Academy | Tech Data Corporation
Outback Steakhouse



Marcus Cassidy
BOOKKEEPING, REPORTING AND CLIENT BILLING

Marcus brings a rich tapestry of experience to his role at Aqua. His journey began as a Sales Agent at USHealth Advisors in Tampa, where he honed his skills in client prospecting, contract negotiation, and meticulous data management. He then transitioned to an Accounts Receivable Clerk at Rhythm Healthcare in St. Petersburg, mastering financial operations, invoice reconciliation, and customer service. Venturing into the retail realm, Marcus embraced the role of Inventory Manager at West Marine in Santa Cruz, California, where he adeptly managed inventory control and fostered vendor relationships. He further bolstered his financial acumen as a Payroll Coordinator and Accounting Assistant at Santa Cruz Biotechnology.

Today, in his role as Media Coordinator, Marcus leverages his diverse skill set to ensure Aqua clients receive top-tier service and achieve their marketing objectives. Beyond the office, he leads an active life, engaging in fishing, boating, kayaking, and weightlifting.

NOTABLE EXPERIENCE:

Visit Lauderdale | Broward County Cultural Division | Port Everglades | The Bradenton Area Convention & Visitors Bureau
The Punta Gorda/Englewood Beach Visitor & Convention Bureau | USHEALTH Advisors | Rhythm Healthcare | West Marine | Santa Cruz Biotechnology

Approach to Managing Project Team Turnover

BrennSys has **never experienced turnover on a client project team** since our inception, a testament to our stability, strong employee retention, and commitment to client success. Nevertheless, we maintain structured

safeguards to ensure that, should turnover ever occur, the Treasurer's Office would experience **no disruption in service or quality**.

Cross-Training and Knowledge Sharing

All team members are cross-trained on client accounts, with project plans, schedules, and deliverables documented in a secure project management system. This prevents loss of institutional knowledge and enables seamless coverage by other qualified staff if needed.

Standardized Processes and Documentation

We maintain standardized workflows for budget development, campaign execution, reporting, and approvals. These processes are fully documented in centralized systems so that any team member can step in without interruption.

Succession Planning and Bench Strength

Each key role has a designated secondary team member who is briefed on the account and prepared to assume responsibilities immediately if necessary. This ensures uninterrupted coverage across account management, creative, media, and analytics.

Transition Protocols

If turnover were to occur, BrennSys would:

- Immediately notify the Agency.
- Introduce a replacement with equal or greater qualifications.
- Conduct structured transition meetings.
- Provide overlap where possible to ensure smooth knowledge transfer.

Commitment to Quality and Continuity

Our in-house model, supported by blended rates and dedicated staff, allows us to reassign resources quickly without delays caused by subcontractors. Quality control reviews by senior leadership further ensure deliverables remain on time and at the highest standard.

Although, BrennSys has **never had turnover on a project team**, we are fully prepared with proven safeguards to ensure that the State Treasurer's Office receives continuous, uninterrupted, and high-quality service.

9. Managing Member/ Director

BrennSys designates **Kaniel Bramnick** as the Managing Member responsible for this engagement. Mr. Bramnick has more than **seven years of management-level experience** overseeing complex advertising, marketing, and communications projects for both federal government agencies and commercial clients. His portfolio includes directing large-scale outreach and digital campaigns for the U.S. Department of Veterans Affairs, Small Business Administration, Bureau of Land Management, and multiple national and regional organizations. His expertise spans campaign strategy, creative execution, budget oversight, and analytics — all directly aligned with the services requested in this RFP.

Engagements Over \$200,000

Kaniel Bramnick has managed multiple federal advertising and communications engagements exceeding \$200,000 in annual billings within the last three years, including:

- **Veterans Experience Office (VEO), U.S. Department of Veterans Affairs** – Contract Value: \$4.9 million
Directed large-scale campaigns to enhance the veteran experience and promote VA services and programs. Oversaw campaign strategy, creative development, digital content, and analytics reporting.
- **National Center for PTSD (NCSPTSD), U.S. Department of Veterans Affairs** – Contract Value: \$2.1 million
Led marketing and communications initiatives to increase PTSD awareness, including development of educational materials, digital campaigns, and stakeholder outreach.

These projects demonstrate Mr. Bramnick’s ability to successfully manage complex, high-value campaigns with budgets well above the RFP threshold, ensuring delivery of measurable results to large federal agencies.

Supervising Staff Qualifications

Kaniel Bramnick, the supervising staff member assigned to this account, holds both a **Master of Business Administration (MBA) in Business Intelligence and Analytics** and a **Bachelor of Science in Marketing (Global and Regional Marketing)** from Nova Southeastern University. He has more than seven years of professional experience managing advertising, marketing, and communications projects across government and commercial sectors.

Resume of Managing Member/Director

KANIEL BRAMNICK	
Years of Experience: 7	
Summary	
<p>Experienced Project Manager with over seven years of expertise in managing complex projects across various industries, including marketing, communications, public relations, and federal government initiatives. Proven track record of collaborating with agencies such as the Bureau of Land Management (BLM), Small Business Administration (SBA), and the Department of Veterans Affairs to deliver strategic, results-driven campaigns. Proficient in leading cross-functional teams, overseeing project lifecycles, and ensuring the timely delivery of high-impact campaigns. Skilled in utilizing industry-standard project management tools to drive efficiency, achieve project objectives, and navigate the nuances of working with both government and private sector clients. Bilingual in English and Spanish, with a strong background in stakeholder engagement and developing solutions tailored to client needs.</p>	
Skills	
<ul style="list-style-type: none"> ▪ Bilingual Communication: Fluent in Spanish, facilitating effective communication in diverse environments. ▪ Technical Proficiency: Proficient in Adobe Premiere, Photoshop, After Effects, Avid News-Cutter, and MS Office Suite, with foundational knowledge in SQL. ▪ Project Management Expertise: Skilled in utilizing industry-standard project management tools such as Screen Dragon, Workfront, Jira, Asana, Monday.com, and Workamjig to efficiently manage project workflows and deliverables. ▪ Comprehensive Project Oversight: Managed small-scale projects with multiple tasks, ensuring adherence to lifecycle budgets and complexity comparable to federal task orders. ▪ Strategic Collaboration: Accomplished in guiding management through complex system projects and activities, working collaboratively with clients to define and enhance communication systems. 	
Employment History and Experience	
Aqua Marketing & Communications – a Brennsys company; Fort Lauderdale, FL	2023
- Present	
Account Manager	

Responsibilities:	
<ul style="list-style-type: none"> ▪ Managed and led the execution of complex projects involving multiple stakeholders, ensuring all project milestones were met within set timelines. ▪ Developed and implemented strategic project plans to enhance digital campaigns, driving innovation and results for client campaigns. ▪ Coordinated cross-functional teams, including media and creative units, to deliver high-impact campaigns on time and within budget. ▪ Directed out-of-market activation projects, including the Sphere in Las Vegas and the Rose Parade in Pasadena, from concept to execution. ▪ Leveraged extensive experience to manage federal government projects for clients including: <ul style="list-style-type: none"> ○ BLM – Bureau of Land Management, Department of Interior Collaborated with BLM to develop and execute strategic marketing and communication campaigns, enhancing public awareness of land stewardship and conservation initiatives. Delivered targeted outreach materials to support BLM's mission and connect with diverse audiences across the nation. ○ SBA – Small Business Administration Managed marketing projects that advanced SBA's goals of empowering small businesses and entrepreneurs. ○ FFO – Franchise Fund Office, Department of Veteran Affairs Directed communications initiatives for the Franchise Fund Office, focusing on modernizing internal and external messaging. ○ VEO – Veteran Experience Office, Department of Veteran Affairs (\$4.9 million) Led innovative projects to enhance the veteran experience, including large-scale campaigns promoting VA services and programs. ○ NCSPTSD – National Center for PTSD, Department of Veteran Affairs (\$2.1million) Developed comprehensive marketing and educational materials to support the National Center for PTSD's mission of advancing PTSD awareness and treatment. 	
Zimmerman Advertising, Fort Lauderdale, FL	2021 – 2023
Account Executive	
Responsibilities:	
<ul style="list-style-type: none"> ▪ Oversaw day-to-day project operations for over 250 Planet Fitness clubs, managing budgets exceeding \$10M and ensuring consistent media coverage across channels. ▪ Led a team of advertising associates, streamlining workflows and processes to improve efficiency and achieve an 8% reduction in cost per join. ▪ Collaborated with stakeholders to define project scope and KPIs, integrating them into workflows to maintain a client satisfaction rate of over 98%. ▪ Managed multi-channel promotional campaigns, analysing performance metrics and making data-driven recommendations to optimize media spend. 	
New Wine Ministries Church, Inc. – Cooper City, FL	2018
– 2020	
Project Manager, Marketing & Communications	
Responsibilities:	
<ul style="list-style-type: none"> ▪ Led process improvement initiatives, enhancing logistical planning, budgeting, and execution to support the organization's strategic goals. ▪ Implemented IT solutions to increase operational efficiency, resulting in measurable improvements across multiple departments. ▪ Directed a comprehensive rebranding project, managing deliverables, timelines, and creative execution to ensure successful project outcomes. 	
The White House Internship Program	2017
Communications & Press Office Intern	

Responsibilities:

- **Researched and drafted** key messaging materials, including press releases and speeches, in both English and Spanish, supporting the Communications Office's strategic objectives.
- **Produced** weekly analysis reports on media coverage, utilizing data research and Excel to inform strategic communication decisions.
- **Supported** interview preparations, organizing news station setups and coordinating guest appearances on behalf of the White House.

Univision Communications, Inc. – Miami, FL**2016****Digital News Intern****Responsibilities:**

- **Managed** the production of breaking news videos during the 2016 elections, coordinating efforts to ensure timely and accurate content delivery to an audience of 94.1 million viewers on the fifth-largest U.S. network.
- **Led** the production process for ten videos and edited fifteen, collaborating closely with anchors and correspondents to meet tight deadlines and maintain content quality.
- **Coordinated** the setup of production sites, oversaw the management of social media platform content, and ensured the seamless execution of digital news initiatives during the Presidential Elections, utilizing Adobe Premiere Pro, After Effects, and Avid News-Cutter/Interplay.

Education**Master of Business Administration**, Concentration in Business Intelligence and Analytics

Nova Southeastern University, Fort Lauderdale, FL | May 2019


- **Capstone Project:** Led an HR analytics study to identify historical trends to drive strategic decision-making. Recognized with the Business Manager Strategy Award for excellence in project execution and analysis.

Bachelor of Science in Marketing, Concentration in Global and Regional Marketing

Nova Southeastern University, Fort Lauderdale, FL | May 2016

- Dean's List Award

Completed Forms


	Department of Administration Purchasing Division 2019 Washington Street East Post Office Box 50130 Charleston, WV 25305-0130	State of West Virginia Centralized Request for Proposals Service - Prof

Proc Folder: 1767636 Doc Description: Advertising/Marketing/PR			Reason for Modification:
Proc Type: Central Master Agreement			
Date Issued	Solicitation Closes	Solicitation No	Version
2025-08-22	2025-09-10 13:30	CRFP 1300 ST02600000001	1

BID RECEIVING LOCATION BID CLERK DEPARTMENT OF ADMINISTRATION PURCHASING DIVISION 2019 WASHINGTON ST E CHARLESTON WV 25305 US
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VENDOR Vendor Customer Code: VS0000050038 Vendor Name : Brennsys Technology LLC Address : 249 LILY RIDGE DR CANONSBURG, Street : City : PA 15317 State : Country : USA Zip : 15317 Principal Contact : Larry Aldrich Vendor Contact Phone: 412-638-1543 Extension:

FOR INFORMATION CONTACT THE BUYER Toby L Welch (304) 558-8802 toby.l.welch@wv.gov

Vendor Signature X 	FEIN# 27-4195922	DATE 09-09-2025
All offers subject to all terms and conditions contained in this solicitation		

DESIGNATED CONTACT: Vendor appoints the individual identified in this Section as the Contract Administrator and the initial point of contact for matters relating to this Contract.

(Printed Name and Title) Larry Aldrich- President/CEO

(Address) 49 LILY RIDGE DR, CANONSBURG, PA 15317

(Phone Number) / (Fax Number) 412-638-1543

(email address) laldrich@brennsys.com

CERTIFICATION AND SIGNATURE: By signing below, or submitting documentation through wvOASIS, I certify that: I have reviewed this Solicitation/Contract in its entirety; that I understand the requirements, terms and conditions, and other information contained herein; that this bid, offer or proposal constitutes an offer to the State that cannot be unilaterally withdrawn; that the product or service proposed meets the mandatory requirements contained in the Solicitation/Contract for that product or service, unless otherwise stated herein; that the Vendor accepts the terms and conditions contained in the Solicitation, unless otherwise stated herein; that I am submitting this bid, offer or proposal for review and consideration; that this bid or offer was made without prior understanding, agreement, or connection with any entity submitting a bid or offer for the same material, supplies, equipment or services; that this bid or offer is in all respects fair and without collusion or fraud; that this Contract is accepted or entered into without any prior understanding, agreement, or connection to any other entity that could be considered a violation of law; that I am authorized by the Vendor to execute and submit this bid, offer, or proposal, or any documents related thereto on Vendor's behalf; that I am authorized to bind the vendor in a contractual relationship; and that to the best of my knowledge, the vendor has properly registered with any State agency that may require registration.

By signing below, I further certify that I understand this Contract is subject to the provisions of West Virginia Code § 5A-3-62, which automatically voids certain contract clauses that violate State law; and that pursuant to W. Va. Code 5A-3-63, the entity entering into this contract is prohibited from engaging in a boycott against Israel.

Brennsys Technology LLC

(Company) 

(Signature of Authorized Representative)

Larry Aldrich- President/CEO 09-09-2025

(Printed Name and Title of Authorized Representative) (Date)

412-638-1543

(Phone Number) (Fax Number)

laldrich@brennsys.com

(Email Address)

By signing below, I certify that I have reviewed this Request for Proposal in its entirety; understand the requirements, terms and conditions, and other information contained herein; that I am submitting this proposal for review and consideration; that I am authorized by the bidder to execute this bid or any documents related thereto on bidder's behalf; that I am authorized to bind the bidder in a contractual relationship; and that, to the best of my knowledge, the bidder has properly registered with any State agency that may require registration.

Brennsys Technology LLC

(Company)

Larry Aldrich- President/CEO

(Representative Name, Title)

laldrich@brennsys.com 412-638-1543

(Contact Phone/Email)

09-09-2025

(Date)


	Department of Administration Purchasing Division 2019 Washington Street East Post Office Box 50130 Charleston, WV 25305-0130	State of West Virginia Centralized Request for Proposals Service - Prof

Proc Folder: 1767636 Doc Description: Advertising/Marketing/PR Proc Type: Central Master Agreement			Reason for Modification:
Date Issued 2025-08-22	Solicitation Closes 2025-09-10 13:30	Solicitation No CRFP 1300 ST02600000001	Version 1

BID RECEIVING LOCATION BID CLERK DEPARTMENT OF ADMINISTRATION PURCHASING DIVISION 2019 WASHINGTON ST E CHARLESTON WV 25305 US
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VENDOR Vendor Customer Code: VS0000050038 Vendor Name : Brennsys Technology LLC Address : Street : 249 LILY RIDGE DR CANONSBURG, PA 15317-2824 City : State : Country : USA Zip : 15317 Principal Contact : Larry Aldrich- President/CEO Vendor Contact Phone: 412-638-1543 Extension:

FOR INFORMATION CONTACT THE BUYER Toby L Welch (304) 558-8802 toby.l.welch@wv.gov

Vendor Signature X 	FEIN# 27-4195922	DATE 09-12-2025
All offers subject to all terms and conditions contained in this solicitation		



Department of Administration
Purchasing Division
2019 Washington Street East
Post Office Box 50130
Charleston, WV 25305-0130

State of West Virginia
Centralized Request for Proposals
Service - Prof

Proc Folder: 1767636		Reason for Modification:	
Doc Description: Addendum No 1 - Advertising/Marketing/PR		Addendum No 1 is issued to modify the technical bid opening date from 9/10/25 to 9/17/25.	
Proc Type: Central Master Agreement		----no other changes---	
Date Issued	Solicitation Closes	Solicitation No	Version
2025-09-09	2025-09-17 13:30	CRFP 1300 ST02600000001	2

BID RECEIVING LOCATION

BID CLERK
DEPARTMENT OF ADMINISTRATION
PURCHASING DIVISION
2019 WASHINGTON ST E
CHARLESTON WV 25305
US

VENDOR

Vendor Customer Code: VS0000050038
Vendor Name : Brennsys Technology LLC
Address : 249 LILY RIDGE DR
CANONSBURG, PA 15317
Street :
City :
State : **Country :** USA **Zip :** 15317
Principal Contact : Larry Aldrich- President/CEO
Vendor Contact Phone: 412-638-1543 **Extension:**

FOR INFORMATION CONTACT THE BUYER

Toby L Welch
(304) 558-8802
toby.l.welch@wv.gov

Vendor
Signature X

FEIN# 27-4195922

DATE 09-12-2025

All offers subject to all terms and conditions contained in this solicitation

ADDITIONAL INFORMATION

Addendum No 1 is issued for the following reasons:

1) To modify the bid opening date from 9/10/25 to 9/17/25.

—no other changes—

**** Online responses and/or submission through wvoasis have been prohibited for this solicitation, if you have questions contact the Buyer - Toby Welch @ toby.i.welch@wv.gov.

The Purchasing Division will not accept bids, modifications of bids, or addendum acknowledgment forms via e-mail.

See attached instructions for requirements for responding.

INVOICE TO			SHIP TO		
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE			WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E		
CHARLESTON	WV	25304	CHARLESTON	WV	25305
US			US		

Line	Comm Ln Desc	Qty	Unit of Measure	Unit Price	Total Price
1	Professional Advertising, Marketing, and promotional Service				

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Professional Advertising, Marketing, and Promotional Services:

Vendors MUST fill out and submit Exhibit A Cost Sheet which is included herein and separate from the technical proposal. Labeling each part respectively. See Section 5 of the Instructions to Bidders

****ONLINE SUBMISSIONS OF REQUESTS FOR PROPOSAL ARE PROHIBITED****

SCHEDULE OF EVENTS

Line	Event	Event Date
1	Questions are due by 3:00 p.m.	2025-09-03

SOLICITATION NUMBER: CRFP ST02600000001

Addendum Number: 1

The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

Applicable Addendum Category:

- ☒ Modify bid opening date and time
- ☐ Modify specifications of product or service being sought
- ☐ Attachment of vendor questions and responses
- ☐ Attachment of pre-bid sign-in sheet
- ☐ Correction of error
- ☐ Other

Description of Modification to Solicitation:

Addendum No 1 is issued for the following reasons:

- 1) To modify the bid opening date from 9/10/25 to 9/17/25.

—NO OTHER CHANGES—

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

Revised 6/8/2012

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: CRFP ST026*001

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:
(Check the box next to each addendum received)

- | | |
|--|--|
| <input checked="" type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6 |
| <input type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7 |
| <input type="checkbox"/> Addendum No. 3 | <input type="checkbox"/> Addendum No. 8 |
| <input type="checkbox"/> Addendum No. 4 | <input type="checkbox"/> Addendum No. 9 |
| <input type="checkbox"/> Addendum No. 5 | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further understand that any verbal representation made or assumed to be made during any oral discussion held between Vendor's representatives and any state personnel is not binding. Only the information issued in writing and added to the specifications by an official addendum is binding.

Brennsys Technology LLC

Company



Authorized Signature

09-12-2025

Date

NOTE: This addendum acknowledgment should be submitted with the bid to expedite document processing.
Revised 6/8/2012

	Department of Administration Purchasing Division 2019 Washington Street East Post Office Box 50130 Charleston, WV 25305-0130	State of West Virginia Centralized Request for Proposals Service - Prof

Proc Folder: 1767636 Doc Description: Addendum No 1 - Advertising/Marketing/PR		Reason for Modification: Addendum No 1 is issued to modify the technical bid opening date from 9/10/25 to 9/17/25. ----no other changes----
Proc Type: Central Master Agreement		
Date Issued	Solicitation Closes	Solicitation No
2025-09-09	2025-09-17 13:30	CRFP 1300 ST02600000001
		Version 2

BID RECEIVING LOCATION

BID CLERK
 DEPARTMENT OF ADMINISTRATION
 PURCHASING DIVISION
 2019 WASHINGTON ST E
 CHARLESTON WV 25305
 US

VENDOR

Vendor Customer Code: VS0000050038
Vendor Name : Brennsys Technology LLC
Address : 249 LILY RIDGE DR
Street :
City : CANONSBURG,
 PA 15317
State : **Country :** USA **Zip :** 15317
Principal Contact : Larry Aldrich- President/CEO
Vendor Contact Phone: 412-638-1543 **Extension:**

FOR INFORMATION CONTACT THE BUYER

Toby L Welch
 (304) 558-8802
 toby.l.welch@wv.gov

Vendor
Signature X



FEIN# 27-4195922

DATE 09-12-2025

All offers subject to all terms and conditions contained in this solicitation

ADDITIONAL INFORMATION

Addendum No 1 is issued for the following reasons:

1) To modify the bid opening date from 9/10/25 to 9/17/25.

--no other changes--

**** Online responses and/or submission through wvoasis have been prohibited for this solicitation, if you have questions contact the Buyer - Toby Welch @ toby.l.welch@wv.gov.

The Purchasing Division will not accept bids, modifications of bids, or addendum acknowledgment forms via e-mail.

See attached instructions for requirements for responding.

INVOICE TO	SHIP TO
WEST VIRGINIA STATE TREASURERS OFFICE 322 70TH ST SE CHARLESTON WV 25304 US	WEST VIRGINIA STATE TREASURERS OFFICE - CAPITOL BLDG 1 RM E-145 1900 KANAWHA BLVD E CHARLESTON WV 25305 US

Line	Comm Ln Desc	Qty	Unit of Measure	Unit Price	Total Price
1	Professional Advertising, Marketing, and promotional Service				

Comm Code	Manufacturer	Specification	Model #
82101800			

Extended Description:

Professional Advertising, Marketing, and Promotional Services:

Vendors MUST fill out and submit Exhibit A Cost Sheet which is included herein and separate from the technical proposal. Labeling each part respectively. See Section 5 of the Instructions to Bidders

****ONLINE SUBMISSIONS OF REQUESTS FOR PROPOSAL ARE PROHIBITED****

SCHEDULE OF EVENTS

Line	Event	Event Date
1	Questions are due by 3:00 p.m.	2025-09-03

Date Printed: Sep 9, 2025

Page: 2

FORM ID: WV-PRC-CRFP-002 2020/05

	Document Phase	Document Description	Page
STO2600000001	Final	Addendum No 1 - Advertising/Marketing/PR	3

ADDITIONAL TERMS AND CONDITIONS

See attached document(s) for additional Terms and Conditions