



CAPABILITY STATEMENT · COLLEGES & UNIVERSITIES

GlowStrm, LLC

Strategic Communications, Message Architecture™ & Workshops

WOMAN-OWNED · BLACK-OWNED · VIRGINIA SMALL BUSINESS

GlowStrm becomes part of your academic ecosystem, supporting leadership and faculty as they navigate message clarity in a changing world; the work you are doing is why clarity matters, and supporting that work is why we are here. We bring **Message Architecture™**, the **Thought Doula™** process, and **writing and clarity workshops** to academic support, marketing and enrollment, faculty development, and advancement.

CORE COMPETENCIES

Writing center & academic support consulting – program design, CRLA-aligned tutor training, online writing lab development

Faculty & professional development workshops – supporting multilingual writers, professional & technical communication

Message Architecture™ – enrollment, program, and institutional messaging systems

Marketing content & clarity campaigns – program pages, SEO content strategy, admissions & advancement copy

AI-integrated communications infrastructure – AI-generated content library builds (AI-drafted articles, in-house specialist review, library build, and marketing); AI workshops for faculty, writing centers, and campus communicators; human-reviewed prompt libraries & campus AI-use language

DIFFERENTIATORS

- **We've sat on your side of the desk** – founder-led by a former Writing Center Administrator, Writing Specialist & Instructor, and Marketing Content Specialist
- **CRLA Level III Master Tutor** – built CRLA tutor-training & professional development programs from the ground up
- **Craft + strategy + code in one vendor** – M.F.A. (summa cum laude), PRSA Strategic Communications Certificate, and a B.S. in Information Technology behind the AI work
- **15 years of workshops, designed, built, and delivered** – CRLA tutor-training programs (Univ. of Baltimore), the Multilingual Writers series & technical-writing workshops for engineers (U.S. Naval Academy), AI orientation & assignments for graduate writers (after 2021), and public creative workshops (Enoch Pratt Free Library)
- **Small-purchase friendly** – eVA-registered Virginia vendor; engagements sized for departmental budgets

FOUNDER EXPERIENCE

GlowStrm was formed in 2026; the below reflects the directly relevant experience of its principal. References on request.

University of Baltimore. Interim Writing Center Director (2017); Adjunct Composition Instructor (2013 to 2018). Grew center staffing, built CRLA tutor-training and professional-development programs, and ran the Online Writing Lab.

U.S. Naval Academy. Writing Specialist & Instructor (2019 to 2022). Multilingual and foreign-national midshipmen writing support; 90% engagement lift; MGSP Equity Initiative (On-the-Spot Award); multilingual-writer and technical-writer workshops.

Univ. of Maryland, Baltimore & UMBC. Adjunct Associate Professor, graduate scientific writing (2020 to 2024) and Multilingual Faculty Fellow; UMBC Marketing Content Specialist (2022 to 2023). After 2021, built AI support, orientation, and assignments that let graduate students learn AI and fit it into their writing and research safely and ethically.

Lenoir-Rhyne University. Shaped the mission, vision, and brand identity of the Equity & Diversity Institute (2020).

Federal Strategic Communications, DoW. (2024 to present, as an employee to a contractor on a DoW agency contract). Leads HR-modernization messaging for the federal civilian workforce: the STRATCOM plan for Core HR IT modernization, plus persona frameworks, audience maps, SharePoint content standards, and the program brand guide.

AI-Integrated Content Engine. (2024 to 2025). Built an AI-assisted editorial process end to end: prompt templates drafting article outlines, in-house specialist review of every piece, and a growing library of quarterly article series, emails, and social content, plus the marketing that moved it. Coordinated subject-matter facilitators and drove strong registration and 2,100+ site visits.

SWAM CERTIFICATION IN PROCESS

COMPANY SNAPSHOT

LEGAL NAME	GlowStrm, LLC
ESTABLISHED	2026 · Richmond, VA
STRUCTURE	Single-Member LLC
OWNERSHIP	Woman-Owned, Black-Owned
EVA	Registered vendor

NIGP CODES · EVA

915-03 · 915-22 · 915-73 · 915-82 · 918-07 · 918-20 · 918-26 · 918-32 · 918-38 · 918-75 · 918-76 · 918-90 · 924-40 · 924-41 · 924-60 · 924-64 · 961-53

FOUNDER CREDENTIALS

M.F.A. (Poetry), summa cum laude · PRSA Strategic Communications Certificate · CRLA Level III Master Tutor · B.S. Information Technology

CONTACT

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a different story?
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