



# Strategic communications & *Message Architecture™* for government and mission-driven organizations.

GlowStrm, LLC is a Virginia strategic communications firm. We do the **message-clarity work** that has to happen before content, campaigns, or public engagement, using our proprietary **Message Architecture™** method to organize a core message, audience, and voice into one clear, repeatable system. For agencies and prime contractors, that means clearer public information, aligned teams, and plain-language communication that reaches the people it is meant for.

## CORE COMPETENCIES

**Strategic Communications & Message Architecture™** – communications strategy, positioning, and durable message systems; communications audits.

**Public Information & Community Engagement** – public-facing messaging, announcements, and engagement materials.

**Editorial, Plain-Language & Style Governance** – editing, rewriting, and plain-language conversion of reports and notices.

**Communications Training & Workshops** – instructor-led, non-technical workshops that align teams on one message.

**Federal / DoW StratComm & Measurement** – program design, PRSA-based measurement, and SharePoint architecture.

**AI-Integrated Editorial Systems** – human-reviewed, AI-assisted editorial workflows and prompt design.

## DIFFERENTIATORS

- **A proprietary method.** Message Architecture™ (Excavate, Anchor, Orient) is a repeatable framework, not one-off copywriting.
- **Current federal work.** Principal currently serves as Sr. Communications Strategist on an active DoW engagement, employed by the contractor holding that work.
- **Clarity-first.** We fix the foundation before content and campaigns, the work most vendors skip.
- **Boutique agility, senior delivery.** A Black woman-owned firm led by an M.F.A. (summa cum laude), PRSA-certified strategist.

## FOUNDER EXPERIENCE

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

**Federal Strategic Communications, DoW.** As Sr. Communications Strategist, an employee to a contractor on a DoW agency contract (2024 to present): authored governing strategic communications plans, audience persona frameworks, PRSA-based measurement, editorial QA of sensitive workforce content, and SharePoint architecture.

**Editorial & Brand Voice.** Contributing writer and editor, NAACP Image Award-nominated documentary 'This Is My Black'; helped shape the mission, vision, and brand identity of Lenoir-Rhyne University's Equity & Diversity Institute.

**Communications Instruction.** Writing Specialist, U.S. Naval Academy (+90% Writing Center engagement; On-the-Spot Award); adjunct associate professor, University of Maryland, Baltimore.

## COMPANY DATA

|              |                           |
|--------------|---------------------------|
| LEGAL NAME   | GlowStrm, LLC             |
| STRUCTURE    | VA single-member LLC      |
| ESTABLISHED  | February 2026             |
| LOCATION     | Richmond, VA              |
| SERVICE AREA | VA · nationwide · virtual |
| EVA          | Registered vendor         |
| OWNERSHIP    | Black woman-owned         |
| SWAM         | Certification in process  |

## NIGP CODES · EVA

915-03 Advertising & Public Relations  
915-22 Communications Marketing  
915-73 Public Information Services  
915-82 Video Production  
918-07 Advertising Consulting  
918-20 Business Consulting, Small  
918-26 Comms: PR Consulting **LEAD**  
918-32 Consulting Svcs (NOC)  
918-38 Education & Training Consulting  
918-75 Management Consulting  
918-76 Marketing Consulting  
918-90 Strategic Tech Planning & Consulting  
924-40 Classroom Training (Technical)  
924-41 Classroom Training (Non-Tech.)  
924-60 Seminars & Workshops  
924-64 Partnering Workshop Facilitation  
961-53 Marketing Services

## CONTACT

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If they don't get what you do, they can't back it. Find your gap. Free 3-minute audit →

## CREDENTIALS & RECOGNITION

M.F.A., Poetry, summa cum laude      PRSA Strategic Communications Certificate      CRLA Level III Master Tutor  
NAACP Image Award Nominee, 'This Is My Black'      U.S. Naval Academy On-the-Spot Award