

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 / DoD StratComm & Measurement — program design, PRSA-based measurement, SharePoint architecture, Power Automate dashboards.

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.
- **Active federal-contract experience.** Principal currently leads strategic communications on an active DoD / DCPAS engagement.
- **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.

PAST PERFORMANCE

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

- **Federal Strategic Communications — DoD / DCPAS.** As Sr. Communications Strategist (via Applied Development LLC, 2024–present): authored governing strategic communications plans, audience persona frameworks, and content standards; led PRSA-based measurement, editorial QA of sensitive workforce content, SharePoint architecture, and a live measurement dashboard.
- **Higher-Education Marketing & Brand.** Marketing content specialist at UMBC — marketing copy across undergraduate, graduate, and global programs; brand ambassador and style steward.
- **Editorial & Brand Voice.** Contributing writer/editor, NAACP Image Award–nominated documentary “This Is My Black”; brand voice and web copy for 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.

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

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
UEI / CAGE	In process
SAM.gov	Registration pending
Ownership	Black woman-owned
SWaM	Certification in process

NAICS CODES

- 541613 Marketing Consulting Services **PRIMARY**
- 541820 Public Relations Agencies
- 541611 Admin & General Mgmt Consulting
- 611430 Prof. & Mgmt Development Training

NIGP CODES · EVA

- 918-26 Comms: PR Consulting **LEAD**
- 915-73 Public Information Services
- 918-76 Marketing Consulting
- 918-75 Management Consulting
- 915-03 Advertising / Public Relations
- 924-60 Seminars & Workshops

CONTACT

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